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# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 1      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 1

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## TO IMPERIAL REPRESENTATIVES:

Believing that our agents could be of considerable help to one another if their ideas were interchanged, and also that this interchange of ideas would help to increase our business, we are issuing a paper, of which this is the first number. It is to be strictly an agents' paper and will contain articles which are for their personal consideration.

Do you ever find that you have almost closed a prospective applicant but for lack of a final convincing argument cannot induce him to sign the application? Do you ever run against a "knotty point" which a person you are canvassing raises and which you are unable to answer in a convincing way? Do you find that some of your arguments are getting worn, aged, and too well-known to be of striking emphasis in your canvass? If so, you are losing your hold on the insurance business and getting into a rut that will never lead to success. Your arguments will take such a mechanical form that you will be unable to convince your prospective applicant that he needs insurance; you will find your old policy-holders drifting away from you for want of encouragement, and finally your agency will deteriorate. Keep out of this rut at any cost!

We are publishing this paper to assist our agents to keep out of this rut, and also that they may keep in touch with one another; and to do this successfully it must be run on the co-operative system, that is, each Imperial representative must take a vital interest in it and send us articles for publication. A few lines, for example, on any of the following subjects are always of interest:

- (1). Your strongest argument in closing a prospective applicant.
- (2). Provisions in other Company's policies and strong points in the Imperial's policy.
- (3). Difficulties met with in competition with other companies.
- (4). Anecdotes in connection with canvassing.
- (5). Ways of collecting renewal premiums.

or on any other subject that you think will be of interest.

We trust that before the next issue of the paper we shall have the pleasure of hearing from a large number of our representatives, so that it may fulfil everything that is expected of it.

## CAPITAL STOCK IN LIFE INSURANCE.

### THE PRIME ESSENTIAL IN LIFE INSURANCE. ABSOLUTE SECURITY TO POLICY-HOLDERS.

(1). That a Capital Stock in life insurance is considered most essential is evidenced by the fact that 16 out of the 17 Canadian life companies have a Capital Stock.

(2). A Capital Stock to a life insurance company is like ballast to a ship—both act as “steadiers.” In life insurance it secures what is most essential to the success of any business or enterprise—continuous management. Look at our great banking and loaning institutions, how uniformly successful they have been, and this success is mainly the result of continuous and representative management selected by the directors and shareholders who have large financial interests. Were there no shareholders with large financial interests at stake, who would care to see that the management was good, sound and progressive?

(3). As Capital Stock is practically an admitted necessity in life insurance, the larger (within limits) it is, the better for the policy-holders. It acts as an “Additional Reserve Fund” for their benefit, affording them security in proportion to its greatness. In cases of adversity, not only have the policy-holders the accumulation of their own funds, such as the Ordinary Reserve and Surplus Funds, to fall back upon, as in a Mutual Company, but in addition they have the funds of the shareholders, this “Additional Reserve Fund.” In the case of The Imperial Life, the “Additional Reserve Fund” amounts to \$1,000,000—\$450,000 of which is paid up in cash and securely invested; and \$550,000 liable to be called upon. The entire paid-up Capital Stock of the 16 Canadian Life Companies amounts to \$1,976,678.64; The Imperial’s paid-up Capital is therefore almost one-fourth of the whole, consequently the security afforded to Imperial policy-holders in this connection is unparalleled in life insurance in Canada. As life insurance is a system for the benefit of the widows and orphans and for the assured himself in old age, it is impossible to make it too secure, and therefore any feature which tends to make it more secure and more permanent, such as a good substantial paid-up Capital, must be for the benefit of the policy-holders.

(4). It has been said that the shareholders in life insurance companies receive an undue proportion of the profits. In the case of The Imperial, this argument can never properly apply, for the Charter under which this Company does business, and by which it is bound, states “the holders of participating policies shall be entitled to share in that portion of the profits . . . . . to the extent of 90 per cent. thereof.” The holders of participating policies therefore receiving 90 per cent. of their profits, strictly limits the shareholders’ portion to 10 per cent. thereof. Some have confused this to mean that the shareholders are entitled by Charter to a dividend of 10 per cent. *on the paid-up Capital*. This is entirely wrong. For example: if the participating policies earn \$50,000 per year, the shareholders would not be entitled to more than \$5,000 of this amount, or about 1 per cent. upon their paid-up Capital of \$450,000. If these policies earned \$100,000, the shareholders would not be entitled to more than \$10,000 of this amount, or about 2 per cent. upon the



paid-up Capital of \$450,000. It will thus be seen that the greater The Imperial's dividend to shareholders from this source, the greater also must be the policy-holders' dividend.

(5). Thus far The Imperial's shareholders have received no dividend whatever upon their stock, therefore the entire interest, amounting to about \$50,000, which has resulted from the Capital, has gone to strengthen the financial position of the Company and its policy-holders. If the Capital had been smaller, the interest income in respect thereof would have been less beneficial to the Company, consequently the comparatively large amount of The Imperial's Capital has been a direct financial gain to the Company.

(6). The total paid-up Capital Stock of all Canadian life companies (Dec. 31st. 1899) was \$1,976,678.64, and the total dividend paid to their shareholders in the year 1899 amounted to \$88,509.60, an amount less than  $4\frac{1}{2}$  per cent. on the paid-up Capital. This is a much smaller return than shareholders would have derived on similar capital in almost any other financial business, and is an evidence that life insurance companies' shareholders are not receiving the large dividends so often referred to. Inasmuch as the Capital itself earns about  $4\frac{1}{2}$  per cent. it will be observed that, on the average, the policy-holders in Canadian life companies, having a Capital Stock, are practically receiving the additional security and benefit afforded by it at no cost whatever.

(7). In addition to 16 out of the 17 Canadian life companies some of the oldest and best of the British and United States companies have a Capital Stock—many of the under-mentioned British companies are well-known by the Canadian public in connection with fire insurance and their names will be quite familiar :—

UNITED STATES LIFE CO'S.	COMMENCED BUSINESS.	ASSETS.
Equitable	1859	\$280,191,287
Metropolitan	1867	51,081,247
Prudential	1876	34,090,792
Travelers	1866	22,625,777
BRITISH COMPANIES.		
Standard Life	1825	44,948,625
Liverpool, London & Globe	1836	26,103,550
North British & Mercantile	1809	52,535,050
Northern	1836	17,529,365
Prudential	1848	158,476,735
Life Ass'n. of Scotland	1838	25,178,240

#### TO SUMMARIZE WE HAVE :

- (1). 16 out of 17 Canadian life companies have Capital Stock,
- (2). Capital Stock secures continuous and successful management,
- (3). Capital Stock forms an "Additional Reserve Fund" for the security of policy-holders.
- (4). Participating policy-holders receive ninety per cent. of their profits; shareholders only ten per cent.
- (5). Imperial policy-holders have already materially benefited through its Capital Stock.
- (6). Shareholders' dividend averages only four and a half per cent.
- (7). The best British and United States life companies have a Capital Stock.
- (8). Inasmuch as the prime and most essential consideration in taking out a policy of life insurance is the *security afforded* by the office, there can be no possible doubt that the constitution of The Imperial contains essential elements to make it stronger and more secure for policy-holders, than that of any other Canadian life company.

## NOTES.

MR. GEORGE I. RIDDELL, B.A. (Toronto), was recently appointed Joint City Agent of The Imperial, with Dr. Lowrey for Toronto and Counties of York and Peel. Mr. Riddell's previous record as Mathematical Teacher in Parkdale Collegiate Institute and with the National Cash Register Company, augurs well for his success with The Imperial.

MR. D. N. SINCLAIR, formerly the Company's agent in Aberarder, Ont., has just been appointed Manager of the Industrial Mortgage and Savings Company at Sarnia. While The Imperial regrets the partial loss of such a valuable representative as Mr. Sinclair, it is pleased to know that he has been so highly honored by those who know his worth. Mr. Sinclair will be able to act as The Imperial's representative in Sarnia, and made an excellent start in this by sending us an application for \$10,000—annual premium \$315.75—and one for \$5,000—annual premium \$332.75—from two of Sarnia's most respected citizens.

CONFIDENTIAL

Vol. I. TORONTO, NOV. 1st, 1900. No. 1.

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY, of Canada

## NOTES

THE IMPERIAL has heretofore made a record for "Cash premiums for the year," and desires to maintain it. This can be done if all Imperial representatives will bear in mind our rule that all notes now taken for premiums be made to mature not later than December 24th, 1900, and as much before that date as possible. The Head Office can only make a "Cash premium record" provided each agent is determined that its agency shall make a "record."

MR. A. H. FAIR, Provincial Manager for Nova Scotia at Halifax, is to be congratulated upon having been successful recently in taking Hon. Senator Mackeen's application for \$100,000. The form of contract selected was "The Imperial Income Bond," which gives the Senator's family an annual income of \$2,500 for twenty years and \$50,000 twenty years after the payment of the first instalment. The annual premium was \$4,756.95. This form of insurance, details of which are set forth on pages 24 to 37 of the Manual, is most attractive, where the amount of insurance involved is \$5,000 or over.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 2

Published by The Imperial Life Assurance Company of Canada, Toronto.

No. 1

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**\$4,000,000 IN 1901.**

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The aim of the Imperial for 1901 is Four Million Dollars of policies issued.

To test the ability of the ever reliable Imperial Agency staff to produce this amount, a joint letter signed by the Managing Director, Secretary and Superintendent, was sent to each agent.

Replies are being received of a most encouraging character, and before many days pass the far East and the far West will have been heard from, and the grand aggregate of business expected to be written by each agent will be known.

Four Million Dollars can be written in 1901 by the Imperial Agency Staff, provided each member will do his best to-day and each succeeding day of the year.

The way to write \$4,000,000 in 1901 is to write \$333,300 in January, the same amount in February, and so on in each month of this year.

The way to write \$4,000,000 in 1901 is to commence to-day, and keep at it, and keep at it until the entire work has been consummated.

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**TRY IT.**

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It is cosy to dream big things anywhere for that matter, but to do big things requires something more than dreaming; it requires the hardest of hard work, and all the patience, perseverance and energy that is possible for one to push the work forward with. And there never was an age in the history of the world when there were such magnificent opportunities for the worker as there are now. In fact the only possible outcome hard work wisely and energetically directed and pressed can have in this age is **success**. Try it. *Prudential*.

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**YOUR TALENT IS YOUR CALL.**

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The Rev. T. DeWitt Talmage has an article in the January issue of *Success* from which we make this readable and instructive abstract:

"All the great successes have been gained through opposition and struggle. Charles Goodyear, the inventor, whose name is now a



synonym all the world over for fortune added to fortune, waded many years chin-deep through the world's scorn, was thrust into a debtor's prison, and came with his family to the verge of starvation, but continued his experiments with vulcanized rubber until he added more than can be estimated to the world's health and comfort, as well as to his own advantage. Columbus, and John Fitch, and Stephenson and Robert Bruce, and Cyrus W. Field and five hundred others were illustrations of what grit and perseverance can do. "Hard pounding," said the Duke of Wellington at Waterloo, "hard pounding, gentlemen; but we will see who can pound the longest." Yes, my friends, that is the secret—not flight from obstacles in the way, but "who can pound the longest." The child had it right when, attempting to carry a ton of coal, a shovelful at a time, from the sidewalk to the cellar, and some one asked her, "Do you expect to get all that coal in with that little shovel?" and she replied, "Yes, sir, if I work long enough." By the help of God choose your calling and stick to it. The gadabouts are failures for this life, to say nothing of the next."

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### INSURANCE BETTER THAN A SAVINGS BANK.

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It has often been demonstrated that a policy in The Imperial Life is better than a Savings Bank. There are, however, some who are sceptical of this. Let us put the matter to the test.

The premiums are taken from page 1 of the Supplement to the Imperial's Manual containing non-participating premiums, and the interest factors from page 44 of the Manual itself, upon which is a Compound Interest Table at various rates of interest.

**At age 20. The Imperial's rate for \$1,000 is \$15.65 per year.** It will take  $33\frac{1}{2}$  years for a deposit of \$15.65 made **punctually and regularly** at the beginning of each year to amount to \$1,000 in a Savings Bank reckoning  $3\frac{1}{2}$  per cent. compound interest, and  $31\frac{1}{2}$  years reckoning 4 per cent compound interest.

**At age 25 The Imperial's rate for \$1,000 is \$17.75.**

At  $3\frac{1}{2}\%$ , depositing this amount annually in advance, it would take 31 years to save \$1,000.

At 4%, depositing this amount annually in advance, it would take  $29\frac{1}{2}$  years to save \$1,000.

**At age 30 The Imperial's rate for \$1,000 is \$20.50.**

At  $3\frac{1}{2}\%$ , depositing this amount annually in advance, it would take  $28\frac{1}{2}$  years to save \$1,000.

At 4%, depositing this amount annually in advance, it would take 27 years to save \$1,000.

**At age 40 The Imperial's rate for \$1,000 is \$28.15.**

At  $3\frac{1}{2}\%$ , depositing this amount annually in advance, it would take 23 years to save \$1,000.

At 4%, depositing this amount annually in advance, it would take 22 years to save \$1,000.

Now the questions come :—

1. **How many persons make** Savings Bank Deposits regularly and punctually year in and year out?
2. What guarantee has a person that **he will live long enough** to make these deposits regularly and punctually for so many years?
3. Does not the Savings Bank simply return to you what you have actually saved, while The Imperial Life that which you intended to save?

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## ANNUAL MEETING.

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A special appeal is made for applications to be received before the date of the Imperial's Annual Meeting, February 6th.

It is our desire that we may greet our Directors with the statement that up to the date of the meeting, our 1901 business is largely in excess of that for 1900 as at the same date. A united, persistent and systematic effort all along the line and the result will be accomplished. Let us celebrate the Imperial's first month of the New Century by a good increase in business over that of January, 1900, and secure at least not less than our monthly quota, \$333,000.

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## NOTES FROM A VETERAN.

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(Under this heading there will appear from time to time extracts from the remarks of John Wright, one of the most practical and successful field men in life insurance.)

(1) In canvassing, the fewer tables you use the better. Get thoroughly acquainted with all the usual ones, and learn to quote at least Whole Life rates without referring to the manual. **This will show your clients that you have the business at your finger-ends.**

(2) Insure your own life before you start. How can you ask any one to join a company of which **you** are not a member; or press any one to discharge an obligation **you** have left undischarged?

(3) Learn all you can about life insurance statistics, specially those points which compare favorably with your own Company. Don't run down other offices, but be able to claim just merit for your own should clients quote others as superior—"Knowledge is power."

(4) Especially learn to understand and appreciate **everything** about your own office—its mode of procedure from the filling up of the application till the policy is delivered—its assets, how invested—its different forms of policies—who your Directors are—Surrender Values—non-payment of renewal premiums, etc., etc.—in short, all that it should interest you to know. Many a good application is lost through the ignorance of the agent.

(5) **Personal acquaintance** with men is your stock-in-trade. By every suitable means this should be extended. If at first you are in some other line of business, try while talking to your customer about that, to gently change the subject; ask: "Do you take any interest in Life Insurance?" or (handing a Life prospectus) "have you ever thought of this?" A shrewd agent, **whose heart is in the work**, will never be at a loss for people to call on. He will find out ways of getting at all classes, and at the proper time.

(6) Experience proves that the mere distribution of prospectuses, letter-writing, circulars, or even the glories of show-cards and brass plates, are alike powerless to bring clients or influence business. **Come in contact with the living man ; talk through his eyes and ears right to his heart ; you will convince him if you be patient and prud. nt.**

(7). Make out a complete list of all your friends and acquaintances, and set about the work of seeking and addressing them personally ; perhaps sometimes sending in advance a card, leaflet, or prospectus. Do not overlook nor neglect doubtful cases, for the most unlikely are often the first to insure. Count no visit lost. Where it is not convenient for the party to give you a hearing at once, the interview had better be deferred. There is no use pressing the matter upon a man's attention when his head is full of something else, or when he is in a hurry, or in a bad humor. And however coldly received, or even

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COMPANY of Canada

insulted, bear it good naturedly, and on the first suitable occasion **try again.** By all means never allow yourself to be annoyed ; keep your temper on all occasions, and at all times "learn to labor and wait." Always endeavor to leave a good impression. It will be of value to you at some future time.

(8). If a pleasing impression is made on first opening the conversation, a most important point is gained. First impressions are so powerful for or against us, that a little study of small matters of detail as to time and manner will be well worth attention, and assist materially in bringing about ultimate success.

(9). Endeavor to get your Medical Examiners interested in your work. Their professional knowledge and prestige will influence applicants.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 2

The following is the standing of the various agencies for the month of December :

- |                |                       |
|----------------|-----------------------|
| (1) Toronto.   | (10) Brantford.       |
| (2) London.    | Southampton.          |
| (3) Ottawa.    | (11) Brandon.         |
| (4) Vancouver. | (12) Brockville.      |
| (5) Halifax.   | (13) Sault Ste Marie. |
| (6) Winnipeg.  | (14) Sudbury.         |
| (7) St. John.  | (15) Collingwood.     |
| (8) Hamilton.  | Hastings.             |
| (9) Kingston.  | Peterboro.            |
|                | (16) Bracebridge.     |
|                | Durham.               |

We also give the standing of the various agencies for the year 1900 in respect of new business :

- |                        |                   |
|------------------------|-------------------|
| (1) Head Office.       | (17) Midland.     |
| (2) Halifax.           | (18) Sudbury.     |
| (3) Toronto.           | (19) Durham.      |
| (4) Ottawa.            | (20) Belleville.  |
| (5) Vancouver.         | (21) Whitby.      |
| (6) London.            | (22) Collingwood. |
| (7) Winnipeg.          | (23) Hastings.    |
| (8) St. John.          | (24) Dawson City. |
| (9) Kingston.          | (25) Norwood.     |
| (10) Brantford.        | (26) Peterboro.   |
| (11) Southampton.      | (27) Gravenhurst. |
| (12) Brandon.          | Bowmanville.      |
| (13) Hamilton.         | (28) Barrie.      |
| (14) Montreal.         | Bracebridge.      |
| (15) Brockville.       | Owen Sound.       |
| (16) Sault Ste. Marie. | Berlin.           |

We have not yet made an analysis of the business with reference to the Prize Competition, but hope to be able to give the standing of the agencies in this respect in the next issue.

It was a very close race for first position for the year, if we leave to one side the personal business secured by the Head Office officials, Halifax just managed to get it by a very small margin. All honor to the young, energetic and tactful provincial manager, Mr. A. H. Fair.

## A MAGNIFICENT ADDITION.

The Imperial Life has through its unexcelled plans, its liberal policy contract, its unequalled financial position, its careful yet progressive management, attracted applicants for policies from the representatives of those in the most important spheres of usefulness in the Dominion. It is quite safe to say that no Company at the same age as The Imperial can present such a formidable list of prominent policy-holders as The Imperial Life can now present; it is also, quite safe to say that few, if any, of our Home Companies, notwithstanding the fact that they have been in the field for years, can even to-day present such a representative and substantial list of heavy insurers as the agents of The Imperial have the privilege of disclosing. The possession of such strong and genuine endorsement from the brainiest, the shrewdest and most intelligent men of our Dominion is the highest possible recommendation you can have of their thorough appreciation of and complete satisfaction with the Company which you are privileged in representing.

To what, however, has gone before there must be added another imposing array comprising those from the far East as well as those from the far West, to wit:—

Rev. C. F. A. Hahn, Clergyman,	Toronto, Ont. - - - -	\$5,000
J. C. Siemon, Manufacturer,	Warton, Ont. - - - -	5,000
H. A. Yuille, Man'frs' Agent,	Toronto, Ont. - - - -	10,000
Geo. Weston, Wholesale Baker,	Toronto, Ont. - - - -	100,000
W. F. Foster, Trav. Salesman,	Toronto, Ont. - - - -	5,000
W. T. Taylor, Manufacturer,	Toronto, Ont. - - - -	5,000
J. Y. Cole, Broker,	Roseland, B.C. - - - -	5,000
Chas. Mackenzie, Merchant,	Sarnia, Ont. - - - -	10,000
M. Mackenzie, Merchant,	Sarnia, Ont. - - - -	10,000
A. C. Pye, Merchant Tailor,	Arnprior, Ont. - - - -	5,000
W. Govan, Farmer,	Indian Head, N.W.T. -	5,000
Geo. S. Davidson, Merchant,	Indian Head, N.W.T. -	5,000
H. L. Cole,	Kentville, N.S. - - - -	10,000
Dr. E. A. Hall, Physician,	Victoria, B.C. - - - -	10,000
C. A. Murton, Newspaper Manager,	Hamilton, Ont. - - - -	5,000
H. L. Stark, Broker,	Toronto, Ont. - - - -	10,000
J. C. Kelly, Financial Agent,	Ottawa, Ont. - - - -	12,000
C. A. Burns, Merchant,	Toronto, Ont. - - - -	5,000
R. M. Bertram, Mechanical Engineer,	Toronto, Ont. - - - -	5,000
J. W. Flavell, Man. Dir. Wm. Davies Co.	Toronto, Ont. - - - -	25,000
T. S. Hobbs, Manufacturer,	Toronto, Ont. - - - -	10,000
Geo. H. Squire, Merchant,	Kingston, Ont. - - - -	5,000
A. H. Fair, Prov. Mgr. Imperial Life,	Halifax, N.S. - - - -	10,000
H. W. J. Finch, Civil Engineer,	Vancouver, B.C. - - -	5,000
Andrew Gunn, Merchant,	Toronto, Ont. - - - -	10,000
C. T. Stark, Broker,	Toronto, Ont. - - - -	5,000
W. C. Trotter, Dentist,	Toronto, Ont. - - - -	5,000
C. S. Meek, Manufacturers' Agent	Toronto, Ont. - - - -	10,000
F. J. Coombs, Accountant,	Toronto, Ont. - - - -	5,000
J. A. Wilson, Clerk,	St. John, N.B. - - - -	5,000
A. O. Bolte, Merchant,	Toronto, Ont. - - - -	5,000

A. E. Kemp, M.P.,	Manufacturer,	Toronto, Ont.	- - -	50,000
Jas. Wood,	Sec. The R. Simpson Co.	Toronto, Ont.	- - -	5,000
J. B. Miller,	Manufacturer,	Toronto, Ont.	- - -	5,000
A. Walker,	Merchant,	Indian Head, N.W.T.	-	10,000
F. G. M. Reardon,	Merchant,	Halifax, N.S.	- - -	5,000
T. D. Neelands,	Manufacturer,	Chicago, Ill.	- - -	6,000
E. C. Dingman,	Inspector Imperial Life,	London, Ont.	- - -	5,000

## NOTES FROM A VETERAN.

(Under this heading there will appear from time to time extracts from the remarks of John Wright, one of the most practical and successful field men in life insurance.)

1. Your own circle of friends and acquaintances will, of course, be the first you will solicit.

2. So much depends on the first words spoken, that it will be an advantage for an Agent to make a special study of the best way to open the interview. All may not be gifted with the natural aptitude of St. Paul, of being "all things to all men," but a little consideration of the matter will give an insight of how best to work up the subject.

3. Give only one prospectus or leaflet away at each interview, and try to get the person to promise to read it carefully. Short, concise, and pithy papers will do most good.

4. Ascertain at the first interview with probable clients everything possible about their personal and family history. This may save you a lot of needless labor afterwards, for instance, if phthisis is in the family, every member is liable to chest complaint, even to old age, so that if the applicant is in any point weak, either in personal or family history, get him to propose on the Endowment plan; payable at as early an age as possible. He is thus more likely to be accepted at ordinary rate than he would be on the usual Whole-Life Tables. (Family history means ages and causes of death of parents, brothers, sisters, etc.)

5. Practice quoting rates of premium at *per cent.*, as it gives you an opportunity for illustration, as thus: "Should any responsible person offer to make over a property worth, say, \$1,000, to your family, to be given them *free* at your death, even though you die to-morrow, would you not cheerfully pay 3 per cent. interest on the value of the property as long as you lived?"

6. Keep to the usual tables. *Don't confuse a man by putting too many methods of insuring before him.*

7. Try for *large* applications. The \$5,000 man is intelligent, and pulls out his cheque book. The \$1,000 man is frequently suspicious, prejudiced, and hard up.

8. *Plan your day's work carefully, and go at it with a definite object in view; see men and talk with them; don't wander around expecting something to turn up, but go at a man and secure him; in fact, be always at work, and systematically.*

9. Do not feel as if there were some periods of the day unsuitable for making calls. *Every* hour from 6 a.m. to 10 p.m. can be utilized for canvassing by knowing your customers' habits and calling on each at the right time. Remember, "Time is money"—so do not waste it.



## \$4,000,000 FOR 1901—\$333.300 FOR FEBRUARY

The cards sent out to Imperial representatives, asking them to estimate the amount of business they can do this year, have mostly been returned, and our expectations have been more than realized. It is estimated that we can write \$4,739,000 (with some agents to hear from), a truly magnificent amount, and, if realized, which, judging from the letters received will surely be done, the Imperial will take a leading place at the end of 1901.

Remember that the surest way to secure your estimate is to send in a monthly average, and we trust that in no month will the approved applications be less than \$333,300—one-twelfth of the \$4,000,000 we have determined to write this year. February is the shortest month in the whole year, therefore to write \$333,300 we will all have to work harder and more constantly than during any other month. With a strong pull, a long pull, and a pull altogether, what is desired will be accomplished.

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# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

## JANUARY—FEBRUARY.

January has gone, and as it closes each Imperial representative receives the sharp reminder: "Have I made January bear its proportionate share of the year's \$4,000,000?" If we have not, we must double up in February, as we cannot allow it to pass until we have completed two-twelfths of our year's pledge.

## YOUR BEST.

Having pledged ourselves to write \$4,000,000 in 1901, the time has now arrived for each one to begin and help redeem that pledge. This will not be difficult to do, *provided* each one will do his best, and gentlemen, this is all we are relying upon you to do.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 2 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 4

## THE FIRST QUARTER OF 1901

*Fellow-workers:—*

It is within every Imperialist's memory that we pledged ourselves to write \$4,000,000 in the year 1901; or \$1,000,000 by March 31st, 1901, the end of the first quarter of the year; and you will further recollect that we concluded that the only way we could attain our high ambition was to write an average amount of \$333,300 each month.

Although January did not reach the \$333,300, it was considerably ahead of January 1900, and at the present writing February is more than double that of February 1900.

Adding January and February together, we are still below the \$666,600 mark for the two months. It therefore devolves upon every Imperialist in City, in Town, in Village, in Country, to make a most determined effort for new business during the present month so that at the end of our first quarter, our record will not fall short of the \$1,000,000 which we have pledged ourselves to secure.

It has been the specially expressed desire of the Executive of the Company that every agent shall have some amount at his credit when the business for the first quarter is reviewed and therefore this month I bespeak that every Agent of the Company, local or otherwise, shall see that there is some amount of new business opposite his name.

To accomplish what we have set out to do, and what we have pledged ourselves to do, we must move all together with a mighty effort; we must begin *now*, and with a will which is bound to bring success; we must energise now when the month of March is in its infancy; when time and tide and weather and opportunity all favor us; so that at its close we will be able to survey the results accomplished with well earned satisfaction.

*"Well begun is half done—badly begun is of course the reverse. Let each one of us therefore look to it that our first quarter's start is the right sort of a start—a winning start—the good beginning that insures a good ending."*

Yours for success,



Managing Director.

**"\$1,000,000 FOR THE FIRST QUARTER, 1901—\$4,000,000 FOR THE WHOLE YEAR."**

*"Personally I should like us to emphasize the incoming of the new century with "an Imperial Record of \$4,000,000 of policies issued, which would exceed our best year's record, and I firmly believe that if we determinedly set ourselves to accomplish this we will be successful." Managing Director, January 1st, 1901.*

## HIGHWAY TO SUCCESS.

By this time you will have started to use the blue card asking your policy-holders for the names of any friends they may have who are thinking of insuring. The great highway to success in field work is to have your policy-holders so interested in your work that they will help you to obtain applicants.

A good argument to obtain this end is : There is a certain fixed expense in connection with a life company, which is, of course, borne by the policy-holders. The more policy-holders there are, the less will be the amount of this expense per capita. Thus, a policy-holder, in helping to secure an applicant, is reducing his share of the expenses, and consequently, the profits under his policy will be increased.

A satisfied policy-holder is an advertisement that cannot be excelled, and if you can impress him with the above idea, he should be the means of securing for you at least one or two policies.

## NOTES FROM A VETERAN.

(Under this heading there will appear from time to time extracts from the remarks of John Wright, one of the most practical and successful field men in life insurance.)

1. Don't do *all* the talking ; let your client speak his mind freely. You must learn to know his *special* prejudices and objections. So let him talk. Then answer his objections. Don't hurry away from him.

2. Learn and know to feel that Life Insurance is adapted to *everyone*, and impress all with this idea.

3. Never be without a prospectus and application form in your pocket.

4. Select from your list of calls each week those most likely to insure at once, and try to send in at least two or three cases weekly.

5. Always go into a place of business as if you had come to *confer*, not *receive*, a favor. Look a man straight in the face ; talk genially, yet thoughtfully and firmly, as knowing your subject and its importance—conviction begets conviction.

6. Suggest a larger sum than you think the party will close for, as he is apt to discharge his duty in this matter at the least possible cost. But, at the same time, do not try to force a man to insure for a sum which you think his means will prevent his keeping up, as such a policy is apt to lapse on its first renewal.

7. Don't pester a man till he is compelled to consider you a bore. You can easily see if he is engaged or worried. But don't merely smile and retire without a single remark. Without annoying him, you might hand him a prospectus, and ask him to read it carefully over *when he has a little spare time*.

8. Make it a rule to see your clients, if possible, once a week, however short the interview. It keeps alive the interest.

9. When occasion arises, be *intensely in earnest*, and do not let the slightest levity of tone be tolerated in your treatment of the subject of life insurance ; at the same time show that you can see a joke. Do not be morose.

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### \$1,000,000 FOR THE FIRST QUARTER OF 1901—\$4,000,000 FOR THE YEAR.

"\$4,000,000 Imperial policies can be issued as the result of Imperial conquest, if every Imperial man in the office and out of the office toils awhile, endures a while, believes always and never turns back. A strong will, a settled purpose, an invincible determination can accomplish almost anything, and these qualities in every Imperial worker will unquestionably result in conquest and success." Managing Director, January, 1901.

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10. Find out whether your client is married or single, and talk to him accordingly. Let the married man feel that you think it will be unnecessary to address persuasive arguments to *him*; he has just to sign his proposal, and do so *now*. Tell the unmarried that they are just the people you want. They can afford it *now*; and will very likely make getting married the excuse for putting it off.

11. A man advanced in life should be shown that so far as premiums are concerned it is as broad as it is long. He pays more, but not for so many years.

12. Young men should begin at once, because it is cheap for them, and encourages "thrift."

13. Make it a rigid rule (with no exceptions) to speak to some *new* person every day, if only twenty words, at the same time giving him a prospect; you are sowing seed which, with attention, must produce good results.

14. Improve every opportunity, and make opportunity. Learn "to take occasion by the hand." If you take proper interest in your business this will become natural to you, and at all times, in all places, and in every variety of circumstances, a word will be spoken in furtherance of your business. Always keep yourself well supplied with new illustrations in point; they will arise in your own experience.

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### LIFE INSURANCE FOR FARMERS.

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We have had a pamphlet printed called "Life Insurance for Farmers" which we shall be pleased to forward to any of our representatives on request.

We firmly believe that the farming class are, as a whole, your best clients for life insurance. They are without doubt most thrifty, and they are the most persistent when once they take out a policy. Although they often have good incomes, their outgo is nearly as large, and the amount invested yearly in a life policy is to them so much saved.

This is a field that will stand careful cultivation, and will be most remunerative to the agent, especially in renewal commissions.

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### FOOD FOR IMPERIALISTS.

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Every Imperial worker can properly say in the light of the Company's magnificent Annual Report: "Bowing respectfully to the past, and rendering justice to the present, we salute the future and true progress."

In laying our plans for a magnificent wind-up for the first quarter's business, let us remember that "the nerve that never relaxes, the eye that never blanches, the thought that never wanders—these are the masters of victory."

"Had a setback had you? Didn't make out as well last week or last month as you expected? Well, never mind; you've got lots of opportunity to try it again. Brand it in your brain and be encouraged thereby, that, as a great worker says: "Our greatest glory is not in the never failing, but in rising every time we fail." You have a whole month to enable you to round up a magnificent quarter's business.

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**\$1,000,000 FOR THE FIRST QUARTER OF 1901—\$4,000,000 FOR THE YEAR.**

"We heartily join with the Managing Director in striking the keynote for \$4,000,000, and we agree to do everything in our power to help the field force to reach that goal by December 31st, 1901." Secretary and Superintendent, January, 1901.

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## NOTES.

We congratulate Mr. E. S. Miller, Provincial Manager at Montreal, upon sending us in \$52,000 of accepted *and paid for* business from Quebec already. This is an excellent start, and we have every confidence that February will not by any means be the largest month for Montreal Agency.

We were very pleased to receive this month applications from Mr. A. M. Crofton, of Sydney, C.B., aggregating \$12,000. Life Insurance as well as other businesses, is "booming" in Cape Breton, and we expect Mr. Crofton and our other representatives there to send a good volume of business each month.

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**\$1,000,000 FOR THE FIRST QUARTER OF 1901—\$4,000,000 FOR THE YEAR.**

*Let us now determine that January shall yield not less than one-twelfth of the amount, \$333,300, and that February and March shall do likewise, and so on for each month of year.*

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**CONFIDENTIAL**

Vol. 2. TORONTO, MAR. 1st, 1901. No. 4.

THE  
LIFE  
IMPERIAL

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

A. McN. Shaw, Provincial Manager at St. John, writes: "Will you kindly send me some of your blank cards for estimated amount to be written. I am trying to get a simple plan by which I can get my local men all over the Province to promise me so much insurance per month and per annum, to enable me to put up my complement, and I think this idea at least helps."

We were gratified at receiving two applications from Mr. W. J. French, our local agent at Glencoe, Ont. Mr. French has only lately started to actively *push* the Imperial in his town, and these applications augur well for his success in 1901. We are looking for at least two more applications from him before the end of the first quarter.

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**\$1,000,000 FOR THE FIRST QUARTER OF 1901—\$4,000,000 FOR THE WHOLE YEAR.**

*"We have the best Company, with the best policies and the best plans, and with the aid and encouragement that we can give you from the Head Office, I know of no reason why success should not crown your efforts."*

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# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 5

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## RESULT OF THE PRIZE COMPETITION FOR 1900.

It affords us pleasure to announce the names of the gentlemen who succeeded in winning the various prizes which were offered by the Imperial Life and its executive officers for competition during the past year. After careful consideration the officers found that the competition had been so close that in many cases the prizes had to be divided into two parts, and in some cases into four parts. The names and addresses of the winners are as follows :

**A.—Imperial Prize, \$200 in Gold.**

Mr. A. H. Fair, Provincial Manager for Nova Scotia, Halifax, N.S.

**B.—Vice-President's Prize, \$150 in Gold.**

Mr. J. S. Wallace, Provincial Manager for Manitoba, Winnipeg, Man.; and Mr. J. W. W. Stewart, Provincial Manager for British Columbia, Vancouver, B.C., equal.

**C.—Vice-President's Prize, \$125 in Gold.**

Mr. H. M. Boddy, District Manager, Ottawa, Ont., and Mr. J. H. Macabe, District Manager, Hamilton, Ont., equal.

**D.—Managing Director's Prize, \$100 in Gold.**

Mr. Robert Hall, District Manager, Brandon, Man., and John Cawley, District Agent, Brockville, Ont., equal.

**E.—Secretary's Prize, \$100 in Gold.**

Mr. A. McN. Shaw, Provincial Manager for New Brunswick, St. John, N.B.  
Mr. Geo. R. Hamilton, District Manager, London, Ont., Mr. J. B. Cooke, District Manager, Kingston, Ont., and Mr. Wilbur E. Kerr, District Manager, Brantford, Ont., equal.

**F.—Superintendent's Prize, \$100 in Gold.**

After looking carefully into the work for the year, our Superintendent is of the opinion that the efforts to secure this prize were so feeble that he has decided not to give it as was originally intended, that is, to the "Provincial Manager or District manager who secured from his field the largest amount of business through agents working under commission contracts who were appointed during the year 1900." A Provincial or District Manager has a double work to perform ; (1) he must be the best agent in his field, and (2) he must

be an executive officer of no mean capacity and act as the Company's organizer in his field. Judging from the few good local agents who were appointed during the year 1900 on commission contracts, our Superintendent believes that the Provincial and District Managers acting in their capacity as "agents" did not give the "organizers" sufficient time to do their part of the work. He has therefore decided to give the prizes to special and local agents instead, and he finds that Mr. C. F. Stewart, agent at Whitby, Ont., Mr. F. S. Grise, agent at Midland, Ont., Mr. J. F. Driscoll, agent at St. John, N.B., and Mr. E. Winter, Agent at Leamington, Ont., are equal in this competition.

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## NOTES ON THE COMPETITION.

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**MR. A. H. FAIR**, winner of the Imperial Prize, connected himself with the Company in January, 1898, and has made an excellent record since his first month with the Company. He distanced all competitors in 1900 by (1) writing the largest amount of personal business (2) securing the largest volume of business from his district, and (3) securing the largest new premium income.

**MR. J. S. WALLACE**, of Winnipeg, wrote one of the first applications for the Imperial, Policy No. 31. He has been a steady producer of business, and does all the work connected with the agency in a clean and thorough manner. We look upon Mr. Wallace as a fixture with the Imperial.

**MR. J. W. W. STEWART** connected himself with the Winnipeg branch as a local agent, and although a very young man, made such a good record during his first year that the Company promoted him to the important position of Provincial Manager for British Columbia two years ago, and in that capacity he has fully justified the wisdom of our choice.

**MR. H. M. BODDY** was with the Imperial before it commenced to write business, and did signal service in getting out the literature and the first agent's manual. He was appointed to the position of District Manager at Ottawa in November, 1897, and has done a steady personal business in addition to selecting and keeping in the service of the Company a number of good producing special and local agents.

**MR. J. H. MACABE** is a gentleman who seemed to be born for the business. He has been connected with the Imperial since its commencement in October, 1897, and has been one of the best producers of personal business—a business which is above the average in quality and staying power. He was appointed District Manager at Hamilton about two years ago, and has already built up a splendid renewal interest for himself.

**MR. ROBERT HALL**, District Manager at Brandon was appointed to that position in 1898, and has done a large personal business for us. He has also given us excellent service in connection with the loaning department, and is known far and wide in his territory as a thorough Imperialite.

**MR. GEO. R. HAMILTON** has been connected with the Company since January, 1898, first as Inspector, where he did excellent work in closing business in connection with local and district agents. In September, 1899, Mr. Hamilton was promoted to his present position, where he has proved himself to be "the right man in the right place" and the Imperial's Executive Officers have every confidence that the London agency will be well looked after.



**MR. A. McN. SHAW** has been connected with the Imperial only since the beginning of 1900, and during that time he has shown himself to be a gentleman of good executive ability, a good agency organizer, as well as a personal producer of business. We believe that Mr. Shaw's future with the Imperial is fully assured, and that he will put the Province of New Brunswick in the front rank of the Imperial's agencies.

**MR. J. B. COOKE**, District Manager at Kingston, was among the first producers of business for the Imperial, having connected himself with the Company in October, 1897, and he has more than fulfilled the expectations of the Company in the amount of business which he has secured from his limited field, in which the competition is exceedingly keen, and not always of the fairest or cleanest type.

**MR. W. E. KERR** is one of the most recent additions to the Imperial's able staff of "business getters," having joined the ranks in March, 1900. His year's work in respect of new business has been very satisfactory, and we feel that Mr. Kerr has a brilliant future before him in the Imperial, and is "the right man with the right Company."

**MR. JOHN CAWLEY**, District Agent at Brockville, joined the Imperial forces in May, 1900, and has already made a good record, which we feel he can not only maintain but improve upon. John has two good points in his favor; he knows how to get his man to sign the application, and is not afraid to work.

**MR. C. F. STEWART** we look upon as one of the veterans. He took the Imperial upon faith during its first month of existence, and has produced a steady business ever since. He holds the unique record of not having a lapsed policy in his district.

**MR. J. F. DRISCOLL**, as distinguished from Mr. Stewart, is the "boy producer" of the Imperial's agency staff; a boy as far as years are concerned, but a man in the truest sense of the term in competition for business. Mr. Driscoll has been with us for about three years, and has never disappointed us when we have called upon him for business.

**MR. F. S. GRISE** of Midland, we believe, is another young man born for the business. As local agent at Midland during 1900, his business was exceedingly satisfactory, and we expect Mr. Grise to fill a much more important position in the near future.

**CAPTAIN ED. WINTER** of Leamington, is connected with the London Agency, and is one of Mr. Hamilton's steadiest producers of business. He has shown himself to be a "stayer," and we look upon his position with the Imperial as assured.

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### A GOOD AIM.

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Mr. J. S. Wallace, Provincial Manager at Winnipeg, Man., writes at the close of February: "Our business here is about \$5,000 in excess of business written at the same time last year, and although nothing to boast about, still it is a satisfaction to know that *we are not going back*, and I do not think there should be any doubt but that we will *double our March business as compared with March of 1900.*"

We have sent to each one of the Company's policy-holders a copy, in pamphlet form, of the best Annual Statement which the Imperial has had the privilege to make to its policy-holders.

It will undoubtedly materially increase the confidence of the Company's old policy-holders in the Imperial and strengthen every agent's hands in the procuring of new business. The present is a magnificent opportunity to get some of your old policy-holders to increase their insurance, and to secure their aid in suggesting the names of new applicants or giving you valuable introductions to intending insurers. The Imperial's great record fully warrants them in doing this. The report without doubt is one of the best that has ever been placed in our agents' hands, and must prove a helpful factor in bringing up the March business to the figures we are aiming at. As soon as all policy-holders are supplied the Agency staff will receive the reports.

**CONFIDENTIAL**

Vol. 2. TORONTO, MAR. 15th, 1901. No. 5.

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

The following is the standing of the various agencies for the month of February :—

- |                       |                        |
|-----------------------|------------------------|
| (1) Montreal, Que.    | (11) Southampton, Ont. |
| (2) Head Office.      | Sudbury                |
| (3) Gravenhurst, Ont. | (12) Kingston, Ont.    |
| (4) Halifax, N.S.     | (13) Brandon, Man.     |
| (5) Ottawa, Ont.      | (14) Hamilton, Ont.    |
| (6) St. John, N.B.    | Midland, "             |
| (7) Toronto, Ont.     | Collingwood, Ont.      |
| (8) London, "         | Vancouver, B.C.        |
| (9) Winnipeg, Man.    | (15) Durham, Ont.      |
| (10) Brantford, Ont.  | Brockville, Ont.       |



# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 6

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## THE SECOND QUARTER OF 1901.

To-day we begin the second quarter of 1901, and to write the second million of our year's business.

We are not able in this issue to advise how the first quarter has turned out, but there is practically no doubt about the million dollar mark being reached. We are very considerably ahead of the business of the first three months of 1900, in fact each month's business this year is well ahead month for month as compared with last year. This is exceedingly encouraging, and we see no reason whatever why this record of increases should not be kept up during the next nine months, and thus enable us to realize our aim of \$4,000,000 for the year.

Have you secured the amount you promised for the first quarter of 1901? If not, what are your prospects for business during the next three months? At the end of June we intend to make up a statement of each agent's business for the first half year, and from it approximate the amount we are likely to secure from each one during the last half of the year. It depends entirely upon yourself what position your agency occupies in that statement, and whether you redeem your promise regarding the amount of new business.

Some of our representatives have already written the amount of business they promised for the whole year; some are keeping up their average, but others, again, have not yet sent in anything. To which class do you belong? We are specially anxious to have each agent send in something before the end of June, so that our Board will understand that all are actively at work.

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## HINTS TO AGENTS.

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When around among business men be active, show an air of business, be prompt, positive, courteous, quick and ready, but always gentlemanly whatever the provocation to other ways, always be polite, and *thank* others for their attention and courtesousness, though often they show a different spirit. Thus you take the wind out of their sails, and win the victory before they or you even are aware of it.

When you meet other agents or rival companies never let it disturb you, take it as a matter of course. If they are demonstrative take it all in good part, stick to your own colors, have no confidences or

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What have you done during the first quarter?

What will you do during the second quarter?

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friendships, keep a close mouth of *what* you are doing or *going* to do, get what information you can from others as to the details of their operations, but don't tell yours. Be pleasant, agreeable, and wish them success and keep friendship *without* companionship. Thus you are master of the situation, and know your own business and keep it to yourself and gain knowledge from others without compromising yourself or them.—*J. S. Wallace, Manager, Winnipeg.*

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## NOTES FROM A VETERAN.

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(Under this heading there will appear from time to time extracts from the remarks of John Wright, one of the most practical and successful field men in life insurance.)

You will come in contact with many men who never can *decide* to insure. They are convinced, and *all but* ready to act; but unless assisted, they will never insure their lives. In such a case get out your proposal form, and commence filling up by asking place and date of birth, &c., &c. An experienced agent remarks that "you will find nineteen men out of every twenty will allow you to decide for them that which they would delay for months, or even years, if left to decide for themselves." Still with *some* men it would not be prudent to assume that they are ready for such a step. You must therefore wait *their* time.

Sometimes it is wise to get at the man's age by saying:—"I suppose you are about—." (He will tell you.) Then put down on paper, and hand to him, the annual premium for the full amount you judge he should insure for.

Friends' reports are a most favorable way of introducing the subject of insurance; and the fact that a particular acquaintance has obtained a Life Policy will often be sufficient inducement for a man, at least to *look* into the subject of insurance. At the same time he will naturally think well of the Company to which his friend has given the preference. When practicable, get those you insure to go with you to their friends, introducing you, and commending to them Life Insurance, and the office you represent. This has great weight.

*Don't confuse or embarrass a man with half a dozen plans of Insurance.* By a few questions you can easily learn what is best adapted to his wants or inclinations; *then select your plan, and stick to it.*

If he is a *young man*, and there is no one now depending upon him, talk of an Endowment Policy.

If he has hard work to get along, give him the cheapest Insurance for his money; make his family secure; under any circumstances don't urge him beyond his means as to premium; give him an ordinary Life Policy.

If you insure one out of ten of those thus urged, you will do well, and have no reason to be discouraged; and as to the remaining nine, you may have started in their minds new ideas on the subject, and some of them may eventually give you their applications. Therefore, do not be disheartened by lack of immediate success.

# THE IMPERIAL'S GREAT RECORD.

EXTRACTED FROM THE ADDRESS OF THE PRESIDENT, SIR OLIVER MOWAT.

	Insurance in Force.	Annual Premium Income.	Interest Income.	Income from Annual Premiums and Interest.	Assets.	Policy Reserves.
1897 .....	\$ 1,185,725.00	\$ 32,399.90	\$ 10,987.34	\$ 43,387.24	\$ 340,479.17	\$ 38,426.00
1898 .....	4,169,125.00	117,887.96	12,464.11	130,352.07	677,061.71	180,761.00
1899 .....	7,142,625.00	215,827.42	27,406.12	243,233.54	930,443.23	441,112.00
1900 ....	9,226,350.00	315,724.00	36,272.74	351,996.74	1,102,092.24	597,488.00

"On the whole, it is obvious that the progress and stability of the Company, the security it affords to its policy-holders, and the public confidence in the Company—which was satisfactory from the beginning and has been growing every year since—are all that can be desired by the share-holders and policy-holders, the Directors of the Company, and all others interested in the Company's affairs."—*Hon. Sir Oliver Mowat.*

## TWO INCIDENTS WHICH MAY ASSIST IN CLOSING APPLICATIONS.

When will men come to learn of the danger of delaying? Joseph P. Metcalf, the late eminent manufacturer of Erie, Pa., was recently arranging the details of a life insurance policy that he proposed purchasing, when a telephone call from a business associate induced him to postpone conclusions until another day. That very night he was stricken with pneumonia, and four days later he died. The theory that "another day will do" cost his estate just \$40,000.

Chicago's millionaire manufacturer of bicycle parts, F. W. Morgan, is an extensive appreciator of life insurance. Recently he took out a policy for \$300,000, and commenting thereon, said that, in his opinion, life insurance was one of the very best forms of investment. He always takes endowment policies, and figures that they pay a profit of 3 or 4 per cent. "A man who has all his capital invested," says Mr. Morgan, "and who is taken away suddenly, often leaves his family in embarrassing circumstances. If the man had carried some life insurance this would have been avoided."

We start the second quarter with a clean slate, and without a deficit to make up. Be sure the slate is full on June 30th.



## CANVASSING LITERATURE.

The following forms are in stock at Head Office. and will be sent to any representative upon request.

Form No.		Form No.	
20	An Object Lesson.	222	Improved Investment Endowment Policy (illustration).
121	Business Cards.	223	Double Settlement 20 year Endowment Policy (illustration).
163	Absolute Security.	224	Double Settlement 30 year Endowment Policy (illustration).
206	Prominent Policy-holders.	234	Double Settlement Endowment Policy (circular).
207	Bad, Mighty Bad Business.	248	An Ideal Contract,
208	What Will Be Left.	256	Life Insurance for Women,
209	Mortgages.	258	Why?
210	A Conversation.	260	Clergyman's Insurance.
211	A Widow's Story.	273	A Safe Investment.
212	Words to the Wealthy.		Estimate Slips.
213	That Partner.		Assessment Literature.
214	Renew or Lapse.		
215	Shut Down.		
219	Improved Investment Endowment Policy (circular).		
220	Double Settlement Endowment Policy (circular).		
221	20 Payment Life Guaranteed Option Policy (illustration).		

## THE RESERVE—WHAT IT IS.

There are two systems of insurance now in use. 1st. The assessment system, which theoretically pays the claims of each year by an assessment on its members equal to the claims.

2nd. The legal reserve system or level premium system, which charges a level premium larger than the cost of carrying the policy in earlier years and smaller than the cost of carrying it in later years. This excess of earlier years invested by the company gradually accumulates with its interest earnings a considerable fund called the reserve, which makes good the deficit during the years when the cost of carrying the insurance exceeds the premium charged. If the reserve is figured to earn  $3\frac{1}{2}$  per cent. the reserve is said to be on a  $3\frac{1}{2}$  per cent. basis.

The safety and advantage of the reserve is that it allows a level premium to be charged and reduces the ultimate cost considerably by accumulation of interest. If the cost of insurance was paid on the basis of mortality for each year, that cost would be least during the most productive years of life, but increasingly burdensome during the later years to such a point that at age 75 or 80 it would be too burdensome to carry, and the payments of other years would have yielded nothing. It is on account of the reserve that cash values, loans, and

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**\$2,000,000 on June 30th.**

**What can you send towards it?**

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paid-up insurance features exist, for the reserve supplies the means to pay them. One might, in a homely way, compare the reserve to the earth that is accumulated to grade the grounds round a house. It is collected and deposited in order to bring the inclines and the depressions of one side up to the established and necessary level of the other.—*The Record*.

### HOW TO MAKE THE WORK RUN SMOOTHLY.

1. Those agents who are using the Daily Cash Reports, will kindly note that a space has been provided for the policy number, the due date of the premium and the due date of the premium note. It will materially assist the Head Office if these spaces are filled in carefully.

2. In some cases the copy of the local agent's report has not been sent with the Daily Cash Reports. Any remittance in this way cannot be intelligently applied without full particulars.

3. It is suggested that the Daily Cash Reports be made out on the typewriter. The Vancouver and Montreal offices have adopted this plan, and it is a great improvement.

4. Nearly every day we have to return some note taken for a premium, and which note has not been completely filled up. Sometimes the date is omitted—other times the amount of the note has not been inserted. It would be well to read over these forms carefully before sending them in.

5. For the benefit of those representatives who have just joined the staff of The Imperial, it may be stated that an application is not complete unless the following forms accompany it :—

(a) Friend's Report. (c) Form No. 144.

(b) Agent's Report. (d) In the case of a female risk, Form No. 71.

Unless all of these forms accompany the application the issue of the policy will be delayed.

### THE WATCHWORD FOR 1901.

#### HOW TO REDEEM OUR PLEDGE—HOW TO BEAT THE 1900 RECORD.

"The watchword of the whole staff for the whole year is : *Beat Your Record*. This is also the watchword for every individual worker.

The one and only way to fulfill it, as we have often urged, is for every man to pull his pound, do his full share; do it no matter what any one else does; do it regardless of whether your nearby neighbors, Smith, Jones, Brown or Robinson do their stint or not.

You notice the sailor men pulling every man his pound, and the result of course is that the sail goes up kiting to catch the breeze that carries the good ship to the haven of success. That represents one way of pulling one's pound.

Do you realize and appreciate the fact that it is easier to write high-grade Imperial business—absolutely the only kind the Company wants—to-day than it ever was before? Let us cite a few striking proofs.

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On the strength of the results of the first quarter our aim should be  
By how much can we exceed the \$4,000,000?

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There are more uninsured people to-day in the country than there ever were before. In spite of the large number that are enrolled every year in the ranks of the insured, people in our business are not keeping up with the procession as regards increase of population. In other words, the increase of population grows faster in proportion than our increase of policy-holders.

Life insurance is vastly better known now and vastly more popular than it was even a few years ago. People actually seek to be insured now, a thing unheard of not long ago. Insurance has undergone something like a revolution, so that it is now recognized as a splendid system of investment as well as of protection.

Last, but very far from least, the Imperial is greater and stronger and more popular to-day than ever before, because not alone of its splendid and thoroughly abreast-of-the-times policies, but of its reputation for liberality and fair dealing.

So, gentlemen of the staff, there never was a better, more propitious and in every way favorable time for every member of the staff to pull his pound, produce his share of the business and beat his record than now in the opening working period of the second Quarter.

Lay hold of the rope of success with a will and pull ALL TOGETHER."

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### FIRST MONTH OF SECOND QUARTER.

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A careful enquiry has been made as to what other life insurance companies have done thus far this year. The almost universal reply has been that 1901 thus far, has been the best year for life insurance that has been experienced for many years past.

Large gains are reported in new insurances, greater interest manifested by the public in the investment element of life insurance; and the agents in nearly all fields are finding business more easy to secure.

Everything points to 1901 being the banner year for life companies in general, and, therefore, Imperial Life Agents must determine to make it the great record year for The Imperial Life. Business conditions were never so favorable, money is comparatively free, and a more intelligent and considerate understanding of life insurance pervades the community.

*That 1901 shall be our banner year depends entirely upon the condition that every Imperial Life Agent shall make it a banner year for his particular agency; without this we cannot possibly expect to accomplish extraordinary results.*

The magnificent financial position which the Imperial has attained—a position unexcelled in Canadian life insurance—the unrivalled past year's business, as exemplified in its last Annual Statement, the liberal and what by many has been characterized as the best and most businesslike policy of insurance offered by any company are the con-

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The second quarter should exceed the first quarter,  
It rests with you to make it.

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*ditions* which justify and embolden our representatives in pursuing and pushing a work which has for its ultimate end the fulfilment of a most lofty and benevolent mission.

As individuals of the most efficient life insurance agency corps in Canada, we go forth on the first month of our second quarter with renewed energy, renewed vigor and renewed enthusiasm to accomplish another \$333,300 the monthly quota which we have all pledged ourselves to secure.

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## NEW CANVASSING LITERATURE.

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The circular, "An Ideal Policy," has been revised and re-printed. A supply will be sent upon receipt of request therefor, but not otherwise, as it has been found that in some instances supplies sent out unrequested have not been utilized.

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## NOTES.

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March has thrown down the gauntlet to April. So well it may, for the business of March was, with three exceptions, the largest business ever obtained by the Company in a single month.

Superintendent of Agencies Junkin is in the far East, and as a result of his visit we shall undoubtedly receive some pretty good applications. His aim is to make April business even surpass that of March.

Ottawa will unquestionably take the lead in new business for March. The Agency, under Manager Boddy, and his able lieutenants, has made the best of a magnificent opportunity.

The officers at the Head Office are always keen after the applications. The aggregate amount of business secured personally by the 1st Vice-President, Managing Director and Secretary during March will exceed \$100,000—and this all secured in spare time.

During the month of April there has been arranged for united action on the part of all Imperial representatives to bring the new business at its close up to the \$1,350,000 mark. A long pull, a strong pull, and a pull altogether, and the trick is done.

The far East (Nova Scotia and New Brunswick) has made an excellent showing in new business for the month of March. The present month of April is the far West's opportunity (Manitoba, N.W.T., and British Columbia) and there is no doubt about these sturdy Imperialist's rising to the occasion.

April 30th closes one-third the year 1901. It also closes one-third our opportunities for the year. It is also the period when one-third of each agent's year's record should be made. How is it brother? If behind you can redeem yourself—you have a whole month to do it

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You wrote \$1,000,000 in the first quarter.  
You can exceed it in the second.

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in. Moreover, April is the very best working month of the year. Take off your coat—determine that you shall present a clean slate at the close of the month—and work with such enthusiasm and concentration that you are bound to be successful.

**No interest is** charged by the Company on a note running for two months, or less, when given for the first premium, but where a note is for a longer period, interest is always payable. It is unfair to those policy-holders who pay their premiums promptly not to charge interest to those policy-holders who are allowed an extension of time. It is essential that equity be observed amongst Imperial's policy-holders.

One of the main reasons why the Company grants the privilege of taking notes for two months without interest, is so as to secure the amount of the premium more promptly than would otherwise be the case.

CONFIDENTIAL

Vol. 2. TORONTO, MAY 15th, 1901. No. 6.

THE IMPERIAL  
LIFE

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

**The American Legion of Honor**, now in rapid decline, once boasted of a membership of 62,000; on June 30th, 1900, its total membership was 13,107. It has been compelled to resort to double assessments and to reduce the maximum amount of death benefit to be paid from \$5,000 to \$2,000. Such is the inevitable ending of assessmentism.—*Rough Notes.*

**Mr. Robert Hall**, District Agent at Brandon, Man.: "I am mailing a lot of the reports to prospective applicants outside the city and will personally distribute them in the city. *It is a splendid report and should result in some good business.*"

**Mr. H. M. Boddy**, our District Manager at Ottawa, has written for a new policy register, advising us at the same time that his old one has been filled up. We hope that this request will be repeated before long from Mr. Boddy's agency, and that it will become infectious in respect to other agencies.

# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 7

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## APRIL QUOTA—\$350,000.

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April has started with a rush and our representatives are nobly responding to our appeal for business. You have caught the enthusiasm prevailing at the Head Office, and enthusiasm is the sure road to success.

The *first half* of April this year has netted us a very considerable increase over the *whole* of April last year. To say the least, this is extremely encouraging and gives us every reason to believe that the April quota will be reached. What we want is a larger volume of business in the last half of April than we received during the first half. Will you do it?

April is an ideal month for working in. The weather is cool, but at the same time the spring is in the air and everybody feels bright at the departure of winter. There is no class of men that cannot be approached at this time of the year, and the more people you interview the more business will result. It is results that count, but results are *sure* to follow when honest work is done.

Have you secured half the amount you promised for April? If you personally do not secure your share of the \$350,000 it throws so much more work on our other representatives. A number of our agents have their April quota well in hand already, and give promise of largely exceeding it. We are counting upon each agent redeeming his promise, and hope that you personally will not fail us in this.

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## INDIVIDUALITY.

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This year the Imperial set out with the avowed object of endeavoring to interest in its work and to share in its prosperity every local agent whose name appears on the Company's records. In other words, we determined to "individualize as we have never done before, and see

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NOW FOR APRIL, \$350,000.00.

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that every Imperial representative adds to the success of the Company and participates more fully in the emoluments and honors that necessarily await successful workers."

Thus far this year we have met with some measure of success for we have received many very excellent applications from agents who have done little or no business for the Company in the past. It is difficult to realize why each local agent cannot send at least one application each month. He can, we know, if he determines that he will.

- The success of any agency results from the success of each *individual* in that agency; it is not a question of big force or small force, big territory or small territory, but of individual productiveness.

The very key note of success is

"INDIVIDUALITY."

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### NOTES FROM A VETERAN.

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(Under this heading there will appear from time to time extracts from the remarks of John Wright, one of the most practical and successful field men in life insurance.)

The great secret of success is *regular and systematic personal solicitation*, combined with indomitable *perseverance*. The agent should ever remember that he has right on his side. That even when urging people, as they think unduly, it is after all for their own benefit and peace of mind.

Agents often distrust their ability to succeed in the business of life insurance to such an extent that they will not devote their whole time to it, and so they make small gains by other means. But the lesson of experience is that all the tact, ability and energy at command must be concentrated at this one work to make it a perfect success.

The essential thing is that the agent *must be absorbed in his vocation*. The largest powers become weak when divided and dissipated among many aims. Inferior powers are mighty when concentrated. It is very seldom that a man does a number of different things well. Life agents who have rolled up for themselves a splendid income have not made it by carrying on other matters at the same time. They took up life insurance as a business for life, and they *prosecuted it with singleness of aim, and an absolute concentration of their best faculties*.

Be thoroughly acquainted with the history and present position of your own Company. If to this you can add a pretty full knowledge of the condition of other Companies, so much the better. The public have but little knowledge of the details of the various offices; knowledge on the agent's part, and a confident tone in conveying it, provided, of course, it is done with accuracy and care, will be an immense aid to business.

Leisure hours should be employed in "reading one's self up" as

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April is getting on.  
Have you done your share?

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to life insurance; its origin, history, science, and other facts and valuable particulars. The perusal of insurance magazines will always be found stimulating and rewarding. *An agent should not appear a novice. If he shows familiarity with the business it gives the public confidence in him.*

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## THE SECOND QUARTER.

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We are now well started in the second quarter of 1901, and the topic which is of paramount importance to each is "am I sure of securing my share of the \$1,000,000?"

We asked our representatives for \$1,000,000 of business in the first quarter, and they did it, but some did not send in as much business as we expected, and some did not redeem the promise they made when they signed the blue card stating the amount of business they would secure each month. Are you one of those? Have you redeemed your promise thus far? If not, do not neglect the grand opportunity April affords you to make up your deficit.

Those of you who did not send in your quarter's quota, have you determined the reason of your non-success? If not, do so. How can you expect to win in the second quarter with the tactics that failed you in the first quarter?

The great highway to success is to average your work; secure an average amount of business each month, each week, each day if possible. The surest way to redeem your promise for the quarter is to redeem part of it each day, and this should be your one object. Nothing succeeds like success, and present success is the surest forerunner of future success. Your aim should be to redeem your promise each quarter, and that aim should be so fixed and unswerving that success cannot be thwarted by anything.

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## THE IMPERIAL'S GREAT RECORD.

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During the the last three years the growth of the Imperial has been truly remarkable, and we append a few percentages, taken from an editorial which appeared in the *Toronto Mail and Empire*, evidencing this fact.

BUSINESS IN FORCE INCREASED OVER 675 per cent.					
PREMIUM INCOME	"	"	850	"	"
INTEREST INCOME	"	"	225	"	"
ASSETS	"	"	200	"	"
POLICY RESERVES	"	"	1450	"	"

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The Second Quarter has begun well.  
Be sure you keep it up.

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## HINTS FOR AGENTS.

A great many persons look upon Life Insurance Agents as "Bores."

Overcome that impression. Do not intrude yourself upon a man when you see he is busy.

Watch your opportunity to catch him alone or free; you can generally tell by his looks when he has an important matter on hand—at such a time quietly say, I see you are busy, I will call again. You will thus leave a good impression, and can call again, but never *let up*, keep him on the string, in most cases you will succeed.

J. S. WALLACE.

CONFIDENTIAL

Vol. 2. TORONTO, APRIL 15th, 1901. No. 7.

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

## STANDING OF THE AGENCIES FOR MARCH.

- |                |                  |
|----------------|------------------|
| 1. Ottawa      | 10. Collingwood  |
| 2. Head Office | 11. Brockville   |
| 3. Halifax     | Brantford        |
| 4. St. John    | 12. Hamilton     |
| 5. Toronto     | Southampton      |
| 6. Kingston    | Sault Ste. Marie |
| 7. Brandon     | 13. Winnipeg     |
| 8. London      | Durham           |
| Montreal       | Berlin           |
| 9. Vancouver   | Midland          |
| Calgary        |                  |

# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 8

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### MAY.

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April has come and gone, and we can now look back on the first month of the second quarter and view the results of our work.

At the present moment I am unable to advise you exactly as to the amount of business written, but trust that we have secured the \$350,000, which we set out to write at the beginning of the month.

To-day we start on a new month, and it is for us to determine what that month will yield. I can see no reason why May should not give us at least as much as April, and if you agree with me, our aims shall be

**“\$350,000 for May.”**

It may be interesting to you to know that up to date the average monthly amount of business is in excess of our average monthly quota. If you can keep this up to the end of the year, and we have no doubt that you will, we will be well pleased, but remember you are just keeping up the average. From the way the business came in during March, we had hoped to be well ahead of our estimate for the first four months of the year.

How will we stand at the end of the first six months of 1901? We *must* end the half year with at least \$2,000,000 of new policies issued, and as much more as possible—but \$2,000,000 is absolutely indispensable. We are asking you for \$350,000 towards this amount during the month of May. Are we asking too much?

In this number of the AGENTS' NEWS, Mr. Junkin has written a letter to the Provincial and District Managers regarding their local agents. We want our local agents to participate in the business of the next two months as they have never done before. We want each one to send in some business before the end of the half, and also want each one to appear in the “Honor Roll” at the end of June. It depends entirely upon each representative what position he occupies in this list, but we will help you all we can if you desire it.

Let us all make a grand effort during the next two months, keeping always in view,

**FIRST HALF      -      -      \$2,000,000.**

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**REMEMBER YOUR MONTHLY QUOTA.**

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## FILL UP THE RANKS.

*To Provincial and District Managers,—*

The writer has lately had occasion to witness the mobilization of the Canadian Regiment of the Baden-Powell Police Force, and was very much impressed with the similarity in the composition of a regiment and what a well organized agency force of an active life company should be.

The Commanding Officer and his Staff correspond to the executive officers of a Life Insurance Company at Head Office. The Captains correspond to the Provincial and District Managers. The Lieutenants and Sergeants correspond to the special and general agents with whom the live Manager soon surrounds himself, and last, but not least, the troopers or privates—80 to a company—correspond to the local agents,—the men who, if properly assisted and led into action by the Manager and his special and general agents, can sweep aside all opposition and produce the business.

What a farce it would be to send a regiment to Africa composed of a Colonel, a Major, an Adjutant, a Paymaster, twelve Captains, twenty-four Lieutenants, and a number of Sergeants!

What folly it would be to ask such a regiment to go into action against a regiment with equally skilful Officers, who had each filled his Company with 80 picked fighting men!

It speaks volumes for the Captains of the Imperial Life that they, having to go single handed into active service three and a half years ago, have been able to hold their own against the trained Officers with full companies of seasoned veterans of the old established companies. It has been an unequal warfare, but the Imperial Captains have been equal to the occasion, and many of them have been mentioned at Head Quarters for the distinguished services rendered.

But the point I wish to impress on you now is this—If you have been able to get so much business alone, how much more could you do when you surround yourself with your lieutenants, sergeants, corporals and your 80 picked fighting men? Think it over—fill up the ranks, and the results will astonish you.

Yours very truly,

A large, stylized handwritten signature in dark ink, appearing to read 'B. J. Smith'.

Superintendent.



## NEVER PUT OFF TILL TO-MORROW, ETC.

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On March 30th, 1901, a prominent merchant of Toronto applied, through one of our representatives, for a policy in the Imperial Life. His application was accepted, and a policy for \$1,000 issued, the Company accepting his note for the first premium. A short time ago the gentleman contracted pneumonia, an accidental disease which the most healthy and robust person is liable to take, and on April 22nd, less than one month from the date of his application, he died. Undoubtedly if he had delayed a few days he would have been unable to secure a policy, and his estate would have suffered accordingly.

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## STANDING OF THE AGENCIES FOR THE FIRST QUARTER OF 1901.

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- |                       |                       |
|-----------------------|-----------------------|
| 1. Ottawa, Ont.       | 12. Brantford, Ont.   |
| 2. Head Office.       | 13. Southampton, Ont. |
| 3. Halifax, N.S.      | 14. Hamilton, Ont.    |
| 4. St. John, N.B.     | 15. Brockville, Ont.  |
| 5. Montreal, Que.     | 16. Calgary, N.W.T.   |
| 6. Toronto, Ont.      | Collingwood, Ont.     |
| 7. London, Ont.       | 17. Sudbury, Ont.     |
| 8. Kingston, Ont.     | Peterboro, Ont.       |
| Winnipeg, Man.        | 18. Durham, Ont.      |
| 9. Brandon, Man.      | 19. Belleville, Ont.  |
| 10. Gravenhurst, Ont. | 20. Midland, Ont.     |
| 11. Vancouver, B.C.   | 21. Hastings, Ont.    |

Ottawa takes the lead for the first quarter and Manager Boddy and his men have reason to be proud of their achievement. It was a hard race for supremacy, and only towards the end of March did Ottawa draw ahead of the other agencies. Halifax is third and the extra effort Mr. Fair and his men put forth at the end of March "cut some ice." They continued this good work during April with the result that they will head the list for last month.

Who is going to lead at the end of June? Ottawa has a good lead, but a determined effort on the part of our other Managers would give them a good standing. Let that effort be made, and at once, for there is no time like the present.

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## THE DANGER OF DELAY.

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SIMS REEVES WAS NOT INSURED.—An appeal is being issued by the friends of the late Mr. Sims Reeves, the eminent vocalist, on behalf of the young widow and infant child his decease has left totally unprovided for. 'Tis a sorry plight for the lady to find herself in, and what makes it more sad is that a prominent public character such as

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**SECOND QUARTER—\$1,000,000.**

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the deceased, who enjoyed a working career of considerably greater length than is granted to the vast majority of men, should have failed when in the heyday of his prosperity, to make that provision for contingencies which is so well afforded by life insurance. We have no doubt, like a good many other people, the eminent vocalist was under the impression that he could do better with his money than any assurance company.

### HONOR ROLL FOR THE FIRST QUARTER OF 1901.

We append herewith the results of individual effort during the first three months of 1901 :

			AMOUNT	RANK	PREMIUM	RANK
H. M. Boddy,	Dist. Manager	Ottawa, Ont.	\$109,500	1	\$4,317.60	1
J. E. McQuaig,	Special Agent	Ottawa, Ont.	94,250	2	3,693.97	2
A. S. Wickware,	Agent	Smith's Falls, Ont.	71,000	3	2,747.85	3
E. S. Miller,	Prov. Manager	Montreal, Que.	62,000	4	2,089.70	4
A. McN. Shaw,	Prov. Manager	St. John, N.B.	42,750	5	1 307.15	5
Capt. R.K. Barker,	Inspector	Toronto, Ont.	27,000	6	962.20	9
H. H. Sinclair,	Agent	Renfrew, Ont.	26,500	7	1,007.20	7
J. B. Cooke,	Dist. Manager	Kingston, Ont.	22,500	8	889.25	10
Robert Hall,	Dist. Agent	Brandon, Man.	22,000	9	604.47	19
J. F. Driscoll,	Special Agent	St. John, N.B.	19,750	10	780.65	11
Capt. C. E. Pye,	Agent	Halifax, N.S.	18,000	11	710.90	13
J. G. Fancy,	Agent	Halifax, N.S.	16,000	12	616.90	17
A. H. Fair,	Prov. Manager	Halifax, N.S.	15,500	13	617.95	16
G. I. Riddell, B.A.,	City Agent	Toronto, Ont.	13,500	14	758.00	12
J. S. Wallace,	Prov. Manager	Winnipeg, Man.	13,000	15	1,174.40	6
J. P. W. Bill,	Agent	Halifax, N.S.	13,000	15	513.80	20
A. Hunt,	Agent	Bracebridge, Ont.	12,500	17	458.10	21
A. M. Crofton,	Agent	Sydney, N.S.	12,000	18	994.30	8
W. E. Kerr,	Agent	Toronto, Ont.	12,000	18	397.80	26
Capt. E. Winter,	Agent	Leamington, Ont.	12,000	18	637.75	15
D. F. Fisher,	Dist. Agent	Collingwood, Ont.	12,000	18	433.60	22
Dr. D. Lowrey,	City Agent	Toronto, Ont.	11,500	22	370.70	29
J. W. W. Stewart,	Prov. Manager	Vancouver, B.C.	11,000	23	692.80	14
Rev. F. Hahn-Zumpt,	Dist. Agent	Berlin, Ont.	11,000	23	396.30	27
Geo. R. Hamilton,	Dist. Manager	London, Ont.	11,000	23	609.85	18
W. E. Hebb,	Agent	Halifax, N.S.	11,000	23	428.50	23
J. H. Macabe,	Dist. Agent	Hamilton, Ont.	10,000	27	380.85	28
J. T. Purdon,	Agent	Berwick, N.S.	9,000	28	280.75	31
T. P. Morton,	Dist. Agent	Calgary N.W.T.	9,000	28	398.70	25
J. Cawley,	Dist. Agent	Brockville, Ont.	8,500	30	331.30	30
Rev. J. Pearen,	Agent	Toronto, Ont.	8,000	31	247.90	33
W. T. Hamer,	Dist. Agent	Gravenhurst, Ont.	7,500	32	221.00	34
Lt.-Col. Belcher,	Dist. Agent	Southampton, Ont	6,500	33	193.55	36
W. Lemont,	Agent	Fredericton, N.B.	6,000	34	421.25	24
W. G. Morrow,	Agent	Peterboro, Ont.	5,000	35	259.65	32
E. G. Sadler,	Dist. Agent	Sudbury, Ont.	5,000	35	204.70	35

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**We want the Local Agents to show up well in May.**

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## PARTNERSHIP INSURANCE.

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A plan of insurance that has grown immensely in favor lately is Partnership Insurance. The advantages of this system are innumerable and appeal most directly to business men, and we have already issued several good policies to this class. We have published a small pamphlet in this connection and will be pleased to forward you a supply upon request.

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### WHAT A LIFE INSURANCE POLICY DOES.

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It constrains the policy-holder to save a part of his income each year.

It puts his savings where they are subject to no risk.

It helps to lighten the burden of care in his business life.

It affords him something to lean on in a time of financial trouble.

It furnishes ready cash in the event of his death, and so protects his estate from waste.

It furnishes him in his old age, or his family in case of his death, just what they want in the time of their greatest need.

It gives him more benefits at less expense and in greater variety than any other safe investment.—*Advocate*.

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Progress depends upon what we are, rather than upon what we may encounter. One man is stopped by a sapling lying across the road; another, passing that way, picks up the hindrance and converts it into a help in crossing the brook just ahead. We are too apt to think that our progress in a given case will depend solely upon the obstacles we may run against. It is more likely to depend upon what runs against the obstacles.—*Exchange*.

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### THE GREATEST BLESSING.

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No person can deny the fact that life insurance is one of the greatest blessings of this life. It is hard to realize how our forefathers, or rather their families got along without it.

The daily press notes the departure of prominent citizens, as well as of those in the humbler walks of life, and in a great many cases it is added: "He left an estate valued at \$——, mostly in life insurance." This is very often the case on the death of a person who has been reputed wealthy, but whose estate, when it comes to be settled, is found to be almost worthless. A man's personality is very often the mainstay of his estate, and when he is gone his widow and family are found to have "only his life insurance." More particularly is this the case when the man is totally dependent upon his salary for a living, and when his salary stops when he dies. Then, if he has been true to his family, life insurance steps in, and they are comfortably provided for.

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**Are you redeeming your promise?**

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It means that the wisest business prudence dictates that whatever may be the results of personal effort and investment, a life insurance policy is the safest and surest way to provide for one's household.

### NOTES FROM A VETERAN.

(Under this heading there will appear from time to time extracts from the remarks of John Wright, one of the most practical and successful field men in life insurance.)

The great thing in persuading men to insure their lives is to use that particular argument at the right moment which will gain the object. Or, which is the same thing, to say what will carry conviction and lead to immediate and conclusive action, *and nothing more*.

Some agents *presume too little*. Better take for granted that the man you approach *will* insure. Better assume that he is *ready*. Approach him thus: "Here is something for your interest; something you want; perhaps the best thing you ever met with." Tell him what it is, and act as if you *expected him* to close up.

Some agents *talk too much*. Never is a flood of words more out of place than in urging life insurance.

*Don't* talk the man to death! Let him have time to breathe, and breathe yourself. Watch the motions of his countenance. Trace the workings of his mind. Mark what pleases. If you have made a point don't *unmake* it. Be cautious now in speaking. One indiscreet remark just at this moment may be fatal to your purpose.

Some agents *explain too minutely*. They are too fearful—scrupulous, shall we say—lest the man shall not *see* everything about the whole subject. So they must *argue* and *demonstrate* until the man's mind is confused, or rendered indifferent. Aim to persuade, to *move*, rather than to convince. Very likely he already *believes* in insurance. Address yourself to the one work of leading him to participate in its benefits.

At a meeting of agents the question was once raised: "What plans do you find most popular?" One replied, "I never ask 'what plan do you prefer?' I *tell him what plan he wants*, and go about insuring him! I get out the application form and ask for his full name, and hold the pen ready to write it down; and so carry the man right along with me till the thing is completed!"

Many agents can get a man up to the stile who fail to lift him over, and most agents' success is largely in proportion to the power they can exercise over their client at this critical period. It is generally more difficult to *revive* an impression than to make it in the first instance, therefore *stick to the man whom you note to be wavering*; this is the juncture at which a flood of talk is *sometimes* useful, but to be able to talk thus freely when required, store the mind well with insurance matter, or your talk will become tame, unimpressive, and monotonous.

Feel self-assured and confident. You need not depreciate your



calling, as compared with any other business or profession whatever. Merchants, lawyers, physicians, school-teachers, secretaries, and even agents of benevolent societies are often doing less to scatter benefits throughout the human family than are honest and efficient Life Agents.

To make others feel, we must first feel ourselves. Deep conviction is contagious. It wins its way. It speaks in the eye, the look, the tone. Other things being equal, a man's force in impressing others is in the ratio of his own *heart-force*.

When a lady once asked Turner, the celebrated painter, what his secret was, he replied, "I have no secret, madam, but hard work." This is a secret that many have never learned, and for this reason they don't succeed.

It is eminently true in Life Insurance work, that "the hand of the diligent maketh rich;" whilst "idleness clothes a man in rags."

There is no way of getting on well in a Life Agency short of absolute *hard work* and the *devotion of time* to it. The Agent must be a man not only to "strike the iron while it is hot," but as Cromwell said, "to make the iron hot by striking."

The obstacles you may meet are only those which have been encountered and overcome by others. Whatever others have done can still be accomplished—why not by you?

It is especially necessary that an Agent should understand all about his own company. Its *strong points* should be appreciated and kept prominent. We know agents who say very little on any other subject, but come direct to the special advantages offered by their company, and they generally carry their case.

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### NOTES.

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**Mr. E. S. Miller**, Provincial Manager, Montreal Que., has his eye on the big applications. The other day we received from him an application for \$25,000, carrying with it a goodly sized premium. If Mr. Miller keeps on at this rate, he will be near the top of the list at the end of the year.

**Halifax** will undoubtedly lead in new business for April, as applications have been coming in steadily from that agency. Mr. Fair is getting his territory well organized, and on a permanent basis. His men have been working well and they deserve first place.

**St. John, N.B.**, is going to be well up in "The Standing of the Agencies for April." Mr. Shaw is getting his men well in line, and we expect a steady volume of business from him during the rest of the year.

**Mr. W. S. Saunders**, Local Agent at Woodstock, N.B., sent in a very acceptable addition to our April business in the shape of a \$10,000 application. We hope to hear from Mr. Saunders again before the end of the quarter, with another goodly contribution to the \$1,000,000.

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**May must be made a big month.**

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**Mr. H. M. Boddy**, District Manager at Ottawa, has achieved the double distinction of having his agency at the head of the list for the quarter, and also of being the largest personal producer of business during the same period. This is a feat to be proud of and we congratulate Manager Boddy on his excellent showing. It would appear to us that Mr. Boddy has thrown down the gauntlet to our other Provincial and District Managers for the second quarter. Are you going to allow him to head the list again?

**Mr. McCuaig**, of Ottawa, is a "lightning special," as his work during the last three months would imply. We expect great things from him this year and do not think we will be disappointed. What does Mr. McCuaig say?

CONFIDENTIAL

Vol. 2. TORONTO, MAY 1st, 1901. No. 8.

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

**Mr. A. S. Wickware**, of Smith's Falls, has only lately joined the staff of Imperial representatives, but has proved himself an old hand at the business. \$71,000 out of his district in three months is an excellent showing. What are you going to do next quarter, Mr. Wickware?

**Mr. E. S. Miller**, of Montreal, only joined the Imperial on February 1st, 1901, but he has done more in two months than a great many have done in three. Look out, Messrs. Boddy, McCuaig and Wickware.

Two representatives who have secured business carrying with it a relatively high premium are Messrs. Wallace and Crofton. Business of this character is well worth securing, as the amount of premium income is one of the main points from the Company's as well as from the agent's view.

# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 9

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## KEEP UP THE WORK.

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We set out at the beginning of the second quarter to write \$1,000,000 and as two months of the three have passed, our records should show \$666,600 of new policies issued, two-thirds of the total amount for the quarter.

We regret, however, that this amount of business has not been received, and if we are to secure the \$1,000,000 before June 30th, we will have to make a determined effort during the remainder of the quarter.

We have still the whole month of June left and during this month the quarter's quota can be secured if each Imperial representative will send in as his monthly quota, the amount that he promised at the beginning of the year to secure each month. The success of our effort will be measured by the success of each individual agent, and if each agent does his share, we are sure to secure the amount we are aiming at.

If one strand of a rope breaks it throws its share of the weight upon the remaining strands. It is like this in our business. If one agent fail to secure his quota, it will increase the work of the other representatives to secure the \$1,000,000 before June 30th. The work must be evenly distributed, each agent doing his part, and then each person's share will be comparatively light.

We asked the Local Agents to take a specially active interest in the May and June business, knowing that if they, being the back-bone of our agency organization, will loyally back up the Provincial and District Managers, we will surely succeed. While we have no doubt they have been putting in some good work, the number of applications we have received thus far has not been encouraging, but probably the work of April and May will bear abundant fruit during the last month of the quarter.

The sure road to success is conscientious work. It is the main capital of a field worker, and the more of this capital he uses, the greater will be his success. Nothing can baffle the determined worker;

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**First Half of 1901—\$2,000,000.**

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he is proof against all reverses, and any obstacles he may meet disappear when brought in contact with his indomitable perseverance.

Provincial Managers, District Managers and Local Agents—let us all join together during the month of June, bringing all our capital into the contest, and with its help emerge victorious from the fray, having secured the \$1,000,000 of applications for the second quarter.

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### COMMISSIONER SCHOFIELD ON FRATERNALS.

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In his annual report on Fraternal Societies, Commissioner Schofield, of Connecticut, says:

“I am decidedly of the belief that the public is more and more being brought to understand that this species of insurance is valuable only in the line of affording temporary indemnity, and that it does not answer the purpose of reliable whole life insurance.

“The experience of the past few years has shewn with the greatest possible clearness that if these institutions continue their present rate and system of assessments, making no provision as against the time when there will be an increase in mortality, such as the reserve in level premium insurance provides for, and the expense rate is to be maintained as at present, they will pass out of existence and leave in their trail a most unsightly wreck.

“When one of these institutions has been required for any cause to substantially increase its assessments, the practical effect has been shewn to be that disintegration then sets in. The acquisition of new members ceases, because no one wants to become a member of an association whose assessment rate is on the increase. Members also begin to retire and enter other associations where the rates are lower, or embrace level premium insurance. The retiring members are as a rule the best lives—the younger members, those in good health, and to whom insurance is elsewhere available. The members remaining are largely the impaired lives, those who contribute to an excessive mortality. Assessments necessarily increase with great rapidity, and soon the point is reached where insurance becomes so burdensome that it cannot be longer continued; then the days of the institution are easily numbered.

“This situation can be guarded against only by providing a reserve, or some fund, to meet the contingency of an increasing mortality. If done, these associations may live, but if not done, death is inevitable.”

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### STRIKE WHILE THE IRON'S HOT.

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“Strike while the iron's hot” is one of those well-known axioms which gives us much food for thought. It is akin to another well-known axiom, “Never put off till to-morrow what you can do to-day,” and both remind us that the present is the time for action.

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“What's worth doing is worth doing well.”

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These axioms are particularly applicable to the life insurance business. There is no time like the present for a person to take out a policy; if he delays, he has no guarantee that he will be able to get one to-morrow, in fact he may have delayed too long already. By the same reasoning there is no time like the present for an agent to approach a man for an application.

Many an application has been lost through a day's delay. It gives your opponents that much advantage over you, and often allows them to close the prospect before you have interviewed him.

To-day a man may sign an application when it would be impossible to get him to consider the matter to-morrow.

Look at the iron on the anvil, heated to a white heat, and ready to be moulded to any shape. It becomes cold in a few minutes, and if not worked at once the opportunity of the workman is gone forever.

How often do we allow opportunities to slip by, and afterwards, looking at the chances we have had, bewail our "hard luck." A great many people believe in "luck," but upon examination it will be found that it is always the result of an opportunity grasped at the right time. "There is a tide in the affairs of men, which, taken at the flood, leads on to fortune." This has been turned to read "There is a tide in the affairs of men, not taken at the flood turns round and drowns them," and it is only too fearfully true.

Every person has an opportunity some time, and most have many. Those who are rich have taken that opportunity by the hand and walked along with it. To a life insurance solicitor this opportunity is the present, and if it is not grasped at once, it is gone forever. Are we going to let it pass? No, under no consideration. We have only one more month within which to secure our quota for the first half of 1901. Let us embrace this grand opportunity while we can, and with its help write the \$2,000,000, the amount we decided to secure before June 30th.

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## GOVERNMENT RETURNS FOR 1900.

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Every Imperial Life Agent should have a copy of the Abstract of Statements of Insurance Companies for 31st Dec., 1900. If anyone has not, he should send a post card addressed to the "Superintendent of Insurance, Ottawa," requesting a copy. It is the only official document issued, containing the annual returns for 1900 of the life insurance companies. The agent should become familiar with the facts and figures which specially apply to the Imperial, inasmuch as they indicate the substantial and solid growth of the Company, and the unparalleled financial basis of its operations.

*Note the few following points.*

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**Our opportunity—the present.**

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1. *Page 36. Real Estate.* The Imperial is not cumbered with any "Real Estate," an asset which is considered the most unproductive and most unsatisfactory of all the assets of a life company. In some instances the rents received are hardly sufficient to pay taxes and repairs—to say nothing whatever of interest on the invested capital. In one case no less than twenty per cent of the total assets is locked up in Real Estate; in another over ten per cent; in another over nine per cent, etc.

2. *Page 36. Agents' Balances and Bills Receivable.* This asset represents in the main, *personal indebtedness* of Agents to the Companies. It will be observed that the Imperial does not take credit for such an asset, as it believes it is not a sufficient and tangible one. While the Imperial follows this conservative and wise course, no less than 11 other companies do include Agents' Balances as an asset. The assets of the Imperial are free from padding, are clean, are all earning a good rate of interest and every investment has been made with the utmost care and conservatism, the *security of the capital invested always* being considered of vastly *more importance* to policy-holders than the securing of an outside interest rate.

3. *Page 36. Total Assets* of the Imperial, according to Government returns, amount to \$1,102,092; and although the Imperial is not by any means the oldest life insurance company, there are no less than 10 Companies whose Total Assets are less than those of The Imperial.

4. *Page 37. Basis of Reserve.* There is no Company in Canada, except The Imperial, which maintains the conservative  $3\frac{1}{2}\%$  basis of reserve in respect of all of its business, *and at the same time has a surplus over all liabilities and Capital Stock.* It is true that two other Companies have valued their policies upon a  $3\frac{1}{2}\%$  standard, but in doing this, *they shew an impairment in Capital.* The reserves on a  $3\frac{1}{2}\%$  basis are about 7% more than reserves on a 4% basis; and about 14% more than reserves on a  $4\frac{1}{2}\%$  basis. *The effect of a  $3\frac{1}{2}\%$  reserve such as the Imperial maintains in comparison with a  $4\frac{1}{2}\%$  reserve, is therefore to increase policy-holders' security to the extent of about 14%.*

Of course all Companies have been compelled, by the Amendment to the Insurance Act, to place all business written since Jan. 1st, 1900, on a  $3\frac{1}{2}\%$  basis, *but none of the old Companies have yet placed their entire business, or the business written for the many years prior to 1900, upon the same standard of excellence as the Imperial adopted from its commencement.*

5. *Page 37. Surplus of assets over liabilities* on Imperial Life policy-holders' account amounts to \$489,199.61, and is only surpassed by 4 other Companies out of a total of 17. The Imperial has always maintained that the first and great consideration in life insurance is security to policy-holders. In this The Imperial is unexcelled, and its agents are in the enviable position of being able to offer to their prospective policy-holders a security which is unequalled by that of any other company.

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**One-half of 1901 has almost gone. Have you secured one-half of your promised business?**

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Let us test it by comparing the total assets with the total liabilities of such representative Canadian Companies whose assets amount to \$500,000 and over. The companies will be referred to by number rather than by name.

Company.	Total Assets	Liabilities on Policy-holders' account.	Percentage.
1	\$22,648,204.08	\$21,642,690.55	105
2	7,799,983.89	7,299,212.64	107
3	539,266.45	403,413.69	134
4	1,271,340.92	1,123,738.07	113
5	948,802.78	802,561.78	118
<b>6</b>	<b>1,102,092.24</b>	<b>612,892.63</b>	<b>180</b>
7	1,005,110.32	927,984.76	108
8	2,279,175.94	1,978,151.58	115
9	5,165,492.86	4,871,665.27	106
10	3,977,263.83	3,417,071.44	116
11	10,486,891.17	9,773,877.83	107
12	925,182.28	821,272.59	113
Total -	\$58,148,806.76	\$53,674,532.83	Average 108

No. 6 is The Imperial.—

Thus for every \$100 of liabilities to policy-holders, The Imperial has \$180 of thoroughly sound and securely invested assets.

Now let us compare the average percentage of assets to liabilities of *all* Canadian Life Companies with the percentage which applies to The Imperial.

	Total Assets.	Liabilities on Policy-holders' Account.	Percentage.
All Canadian Companies	\$ 59,522,077	\$54,477,642	109
Imperial Life.....	1,102,092	612,893	180

Apply another test and take the five oldest and largest Canadian Companies in aggregate, and compare their total assets and liabilities on policy-holders' account, with the same items in The Imperial.

	Total Assets.	Liabilities on Policy-holders' Account.	Percentage.
Five Oldest Companies..	\$50,077,836	\$47,004,518	107
Imperial Life .....	1,102,092	612,893	180

No matter what way the test is applied, the same result follows ; that security to policy-holders in the Imperial Life is first and paramount.

6. *Page 32. Amount of Policies New and Taken up.* This item includes only policies which have been taken up in Canada in the year 1900, all policies in respect of which premiums have not been paid within the year, are excluded. In the case of The Imperial the amount is \$2,956,000. Out of 17 companies only four reported a larger amount taken up than The Imperial, and these 4 Companies are from 50 to 17

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**If not, you can, if you determine before June closes.**

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years older than The Imperial. Not one of the British Companies came within \$1,000,000 of the amount reported by The Imperial.

If we take 9 of the oldest Companies of Canada, not one of which has been in business for a less period than 13 years, and the oldest of which has been in the field for over 50 years, we will find the average amount of New and Taken-up Canadian Business for 1900 to compare as follows.

	New and Taken Up Policies, 1900.
Average of the 9 oldest Canadian Companies	\$2,839,822
Imperial Life .....	2,956,000

A comparison of the average amount of New and Taken-up Canadian business in 1900 in respect of all the Companies in Canada, Native, British and United States, will be interesting.

All Companies in Canada—(35) .....	\$1,730,319
All Canadian —(18) .....	2,062,741
All British —(8) .....	464,749
All United States —(9) .....	2,190,425
<b>The Imperial</b> .....	<b>2,956,000</b>

(Industrial figures are not included)

Thus it will be observed that The Imperial takes magnificent rank amongst the Life Companies of Canadian the important item of new business.

#### STANDING OF THE AGENCIES FOR APRIL.

1. Halifax, N.S.	11. Collingwood, Ont.
2. St. John, N.B.	12. Calgary, Alta.
3. Montreal, P.Q.	Toronto, "K."
4. Toronto, "L."	13. Whitby, Ont.
5. Ottawa, Ont.	Southampton, Ont.
6. London, Ont.	Norwood, Ont.
7. Vancouver, B.C.	Kingston, Ont.
Winnipeg, Man.	14. Durham, Ont.
8. Brockville, Ont.	Hamilton, Ont.
9. Brandon, Man.	Meaford, Ont.
10. Toronto, "S."	Peterboro, Ont.
Head Office.	Sudbury, Ont.
	Toronto, "M."

#### AN ABSOLUTE ESSENTIAL TO SUCCESS.

A civil engineer once had finished a complicated railroad bridge, and many speculated and doubted as to its strength. Mounting a huge engine, he ordered it out upon the bridge, and crossed and re-crossed at full speed. He thus gave proof of his faith in his own structure.

This is the very thing which every Imperial agent, who expects to be successful, must do. What a sorry plight an agent must be in

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**Are you insured in The Imperial? If not, why not?**

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when asked,—“Are you insured in your own Company?” and begins to apologise and explain why he is not. On the contrary, if he can say “yes,” and can produce a policy for a substantial amount, it indicates that he believes in what he is selling, that he has the utmost confidence in his company.

*A policy on your own life in your own Company, for a substantial amount, is an absolute essential to your success, and is one of the best canvassing documents you can possibly have.*

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## HOW THE ASSESMENT SYSTEM IS DRIFTING IN CANADA.

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According to Page 47 of the Abstract of Statements of Life Insurance in Canada for the year ending December 31st, 1900, the total amount of Certificates in force on the assessment plan at the close of 1899, was \$129,805,877 and at the close of 1900, \$128,034,000. That is to say, notwithstanding that these assessment societies wrote \$12,909,800 of new business in 1900, the total amount of their certificates dropped off \$1,771,877. In other words, the amount of certificates cancelled in the year of 1900 amounted to \$14,681,677. Although these societies had \$1,771,877 less insurance in force at the close of 1899, the death claims increased. For the one year they amounted to \$1,144,500, or \$95,500 more than in the previous year. Well may it be asked whither are these societies drifting—decreased business of \$1,144,500—increased death claims of \$95,500.

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## NOTES.

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**Mr. W. J. Murray** and his son **Mr. C. M. Murray** have joined the ranks of Imperial representatives as Managers for Central Ontario. The Messrs. Murray have had a very extensive and successful experience in life insurance and there is no doubt but that they will write their share of the \$4,000,000 this year. We extend them a hearty welcome to our staff.

**Mr. J. W. W. Stewart**, Provincial Manager at Vancouver, B.C. was successful in closing an application for \$20,000 and another for \$10,000 a few days ago. Mr. Stewart is doing his share of the \$1,000,000 for the second quarter.

**Halifax leads** the agencies for April, winning out from St. John by a small margin. Thus far a different agency has headed the list each month. Which will be the first agency to duplicate its performance.

**The appeal to our** local agents is beginning to bear fruit.

**Mr. J. B. Vantour**, Agent at Campbellton, N.B., with Mr. Shaw's help, sent in several applications during the month of May, amounting in all to \$26,000.

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**A supreme effort during June and our aim will be accomplished.**

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**Mr. Frank Dunn**, newly appointed agent at Woodstock, N.B., was successful in closing three applications for \$3,000. This is a good beginning, and we feel that Mr. Dunn will be a winner in 1901.

**Mr. D. N. Sinclair**, Agent at Sarnia, Ont, received a visit from Mr. Geo. R. Hamilton, the District Manager, the other day, and as a result we received five applications for \$5,000. Mr. Hamilton can always depend upon Mr. Sinclair and Sarnia to give him some good business when he goes there,

**Mr. G. E. Foster**, Agent at Newboro, sent in two applications for \$2,000 this week. We want some more from Mr. Foster before the end of June.

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Vol. 2. TORONTO, JUNE 1st, 1901. No. 9.

THE  
IMPERIAL  
LIFE

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

**Two Nova Scotia Agents** sent in some good business at the beginning of this week. Mr. F.E. Dennison of Kentville, \$4,000, and Mr. J. T. Purdon of Halifax, \$3,500. Let the good work go on Messrs. Purdon and Dennison.

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#### A NEW PAMPHLET.

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We are sending to each of our agents a supply of a new pamphlet entitled "*An Unexcelled Record*," in the hope that it will materially help them in their canvass for the month of June and bring us up to the \$2,000,000 notch. If any representative desires a further supply he has only to write to the Head Office.

# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 10

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## *To Imperial Representatives:*

To-day we start on the second half of 1901, and each Imperialite must realize the necessity of having some definite object before him. The aim of the whole staff is to write enough business this last half year to bring our 1901 business up to the \$4,000,000 mark. To do this each one must have in view a definite object of his own. In the last six months of 1900 nearly \$2,000,000 of business was written, by each representative taking a hand at it. What we would like you to do as an Imperial representative is this: Make up a statement of your business for the last half of 1900, and aim at making *each month*, during the remainder of this year, show a decided increase over the corresponding month of last year. What *has been* done can at least be repeated, and with a little more energy the additional applications you are aiming for can be secured.

While we regret to have to advise you that we fell short of the \$2,000,000 for the first half of 1901, yet at the same time, it will be encouraging to every field worker to know two facts, (1) that our business shows a very handsome increase over that for the first six months of 1900, and that the same ratio of increase in the second half will give us considerably more than the \$4,000,000 for the year, and (2) That in no previous similar six months has the company received such a large volume of new business as it did in the first six months of 1901. These two steps forward speak volumes for the industry of our agency staff, and are the most substantial proof possible of the high estimation with which the insuring public view the Imperial Life.

Now, having behind us the prestige of a magnificent six months' business, let us each and all work and energize with all our might during the last six months—the best period in the whole year—so that our \$4,000,000 will be unquestionably realized.

Yours very truly,

*H. L. Cox*

Managing Director.

## A COMPARISON

The following tables show the length of time it took the leading Canadian companies to reach the figures attained by the Imperial Life at the end of 1900.

### New Business

Canada Life	...	...	24 years	...	...	\$8,309,111 00
Mutual Life of Canada	...	...	15 "	...	...	8,259,361 00
Sun Life	...	...	14 "	...	...	7,930,878 77
Temperance and General Life	...	...	12 "	...	...	7,984,359 00
Confederation Life	...	...	10 "	...	...	8,159,663 96
North American Life	...	...	8 "	...	...	9,168,862 00
Great West Life	...	...	6 "	...	...	8,152,989 00
Manufacturers Life	...	...	6 "	...	...	8,937,834 00
Federal Life	...	...	5 "	...	...	8,392,537 46
<b>IMPERIAL LIFE</b>	...	...	<b>3<math>\frac{1}{4}</math> "</b>	...	...	<b>9,226,350 00</b>

### Premium Income

Canada Life	...	...	24 years	...	...	\$277,922 00
Mutual Life of Canada	...	...	17 "	...	...	304,842 73
Sun Life	...	...	15 "	...	...	303,242 56
Temperance and General Life	...	...	13 "	...	...	217,637 91
Federal Life	...	...	13 "	...	...	269,583 11
Confederation Life	...	...	12 "	...	...	313,577 83
North American Life	...	...	9 "	...	...	316,299 80
Manufacturers Life	...	...	7 "	...	...	277,673 61
Great West Life	...	...	7 "	...	...	301,704 12
<b>IMPERIAL LIFE</b>	...	...	<b>3<math>\frac{1}{4}</math> "</b>	...	...	<b>321,174 00</b>

### Interest Income

Canada Life—Not given.						
Federal Life	...	...	16 years	...	...	\$33,756 19
Mutual Life of Canada	...	...	15 "	...	...	33,032 12
Temperance and General Life	...	...	13 "	...	...	27,212 20
Sun Life	...	...	12 "	...	...	29,248 21
Confederation Life	...	...	8 "	...	...	28,776 61
North American Life	...	...	8 "	...	...	35,303 63
Manufacturers Life	...	...	7 "	...	...	29,057 57
Great West Life	...	...	7 "	...	...	32,253 81
<b>IMPERIAL LIFE</b>	...	...	<b>3<math>\frac{1}{4}</math> "</b>	...	...	<b>36,272 74</b>

### Income from Interest and Premiums

Canada Life—Not given.						
Mutual Life of Canada	...	...	17 years	...	...	\$356,104 80
Sun Life	...	...	15 "	...	...	355,864 36
Federal Life	...	...	14 "	...	...	347,103 33
Temperance and General Life	...	...	13 "	...	...	244,850 11
Confederation Life	...	...	11 "	...	...	336,615 46
North American Life	...	...	8 "	...	...	302,680 53
Manufacturers Life	...	...	7 "	...	...	296,731 18
Great West Life	...	...	7 "	...	...	333,957 93
<b>IMPERIAL LIFE</b>	...	...	<b>3<math>\frac{1}{4}</math> "</b>	...	...	<b>357,447 00</b>

The remarkable success attained by the Imperial in the past is, we confidently believe, only a shadow of that which will follow its operations in the future.



Every Imperial agent will take a just pride in the truly magnificent and unique position which this company has taken in Canadian life insurance.

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### GUARANTEED SECURITY POLICY.

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Recognizing that the rates, values and provisions of many of our life insurance companies' policies are, practically, the same, The Imperial Life has introduced a new form of contract known as the "Guaranteed Security Policy." The features of this contract are so valuable to the assured and beneficiary, that it is believed it will become one of the most popular policies in Canada. Its terms and conditions will be best appreciated by those who have already examined into the merits of life insurance, and especially by the commercial and professional community. The policy will be issued on the 15 and 20 Payment Life Plans, and the 15 and 20 Year Endowment Plans. Some of its important features are given in the following extracts taken from the illustration blanks:

The "Guaranteed Security Policy" *guarantees*, after the payment of ten annual premiums, the following valuable and important benefits, as provided in the policy:

- (a) The loan by the company, as they fall due, of all premiums payable after the first ten annual premiums have been paid.
- (b) If death occur after the tenth year, and before the completion of the Accumulative Surplus Period, the payment, in addition to the full face value of the policy, of the aggregate premiums payable after the tenth year, and up to the time of death.

It will thus be seen that if, after paying premiums for ten years, the holder prefers that the company shall advance the remaining premiums payable, and he should die before the completion of the Accumulative Surplus Period, the loan would be cancelled, and the full face value of the policy secured to the beneficiary. If he should survive the Accumulative Surplus Period, the loan may be continued, repaid, or deducted from the value of the policy, according to the benefit selected.

The Imperial Life's representatives are placed in a position so favored and so opportune that it is believed they need fear, practically, no competitor and no opposition with this valuable and taking policy. Undoubtedly it will strengthen your hands, make the company popular, and bring you a very largely increased volume of business. Even our present policy-holders will be interested in this contract, and we expect to secure a number of good applications from them. So as to make it extremely popular with this class, we have addressed a special communication to each one and enclosed a pamphlet explaining it. After the sowing of this excellent seed let every Imperial Life Agent—harvester—gather in sheaves *full of good* applications. Who will be the first to send in an application for a Guaranteed Security Policy?

## HONOR ROLL FOR MAY.

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The following agents head the list for new business in their respective classes :

### Provincial and District Managers—

1. J. W. W. Stewart, Vancouver, B.C.
2. E. S. Miller, Montreal, Quebec.
3. Geo. R. Hamilton, London, Ont.  
A. McN. Shaw, St. John, N.B.
4. W. J. Murray, Toronto, Ont.

### District and Special Agents—

1. W. E. Kerr, Toronto, Ont.
2. J. Cawley, Brockville, Ont.
3. J. F. Driscoll, St. John, N.B.  
J. H. Macabe, Hamilton, Ont.
4. E. Winter, Leamington, Ont.  
C. F. Stewart, Whitby, Ont.

### Local Agents—

1. J. B. Vantour, Campbellton, N.B.
2. R. W. Day, Nelson, B.C.
3. J. T. Purdon, Berwick, N.S.
4. D. N. Sinclair, Sarnia, Ont.
5. G. E. Foster, Newboro, Ont.  
F. E. Dennison, Kentville, N.S.

“Honor to whom honor is due.” And now there is evidence that **Mr. J. W. W. Stewart**, the Company's Provincial Manager in the far Western Province of British Columbia, is entitled to praise. He stands at the head of the list for personal business secured by Provincial or District Managers during the month of May; moreover, one of his excellent local agents, Mr. R. W. Day, takes second position amongst the local agents.

**Mr. A. McN. Shaw's Agency** (St. John) takes a unique position for business in the month of May. **Mr. Shaw** himself ranks third amongst the Provincial and District Managers. His excellent assistant, **Mr. J. F. Driscoll**, takes the same rank amongst the District and Special agents, while **Mr. J. B. Vantour**, one of his right-hand local workers, takes first position amongst the Local agents. This is a record which any Provincial Manager or District Manager might well feel proud of. We wonder which Provincial or District Manager will be the first to follow Mr. Shaw's lead.

**Mr. E. S. Miller**, Montreal, Provincial Manager for the Province of Quebec, is doing magnificent pioneer work in his Province, and has well earned the second position amongst the Provincial and District Managers.

**Mr. Geo. R. Hamilton's** faithful and energetic work in May enables him to take third place amongst the Provincial and District Managers. He is going to make a big pull for first or second place during the month of July.

**Mr. W. J. Murray**, although a new comer amongst us, enters the Honor Roll in his first month's experience of the Company. May his name be often found there.

**Mr. W. E. Kerr** has always been a hard hitter, and as the result of his combative qualities, he ranks first amongst the Districts and Specials.

**Mr. J. Cawley** takes second place, and from reports we learn that he is going to make a hard fight for first place in July.

**Mr. J. H. Macabe** is one of The Imperial's old stand-bys, and may always be depended upon for a most excellent quantity and quality of business.

**Mr. E. Winters and Mr. C. F. Stewart** are workers all the time, and, as a result, they have come out equal on the Honor Roll.

**Messrs. Purdon, Sinclair, Foster and Dennison** are to be specially commended for appearing on this Honor Roll, and each of these gentlemen we hope will take rank on it in each of the coming months in this year.

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### RATE OF INTEREST.

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The rate of interest earned on the invested funds of a life insurance company is most important, from the standpoint of profits likely to be earned for, and paid to policy-holders. The average rate of interest earned by all Canadian companies in 1899 was 4.57%, while that earned by all American companies was 4.69%. It is a significant fact that in 1900 the average rate of interest earned by The Imperial Life was higher than the average rate of interest earned by all Canadian companies, and equally as high as that earned by all American companies, but what is probably still more significant, is that the average rate of interest at which The Imperial's funds were invested in the year 1900 averaged 6.18 per cent., and, as the company is making investments this year equally as remunerative, it is believed that the rate of interest on invested funds this year will be more than maintained, and that, as a consequence, the average rate of interest earned on the total funds of the company will be over 5 per cent. The comparatively high rate of interest, combined with the great care exercised in the investment of the company's funds, will, undoubtedly, make The Imperial one of the most satisfactory companies in Canada, from the standpoint of profits to policy-holders. This is a point that our agents should keep prominently in view when canvassing.

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### GROWTH OF CANADIAN LIFE COMPANIES

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Canadians are rapidly realizing the fact that Canadian companies can do equally as well for them, if not better, than foreign companies. During the past twenty-five years the life insurance business in Canada has increased enormously, and while in 1875 the bulk of it went to United States companies, the Government reports show that Canadian companies have now completely taken the lead.

The following figures are taken from the Government Insurance Report, 1875:

1875.	CANADIAN.	UNITED STATES.
Assets .....	No return.	No return.
Income .....	\$ 707,256 00	\$ 1,551,835 00
New Business .....	5,077,601 00	8,041,894 00
Insurance in force.....	21,957,296 00	43,596,361 00
Claims paid .....	151,512 00	349,225 00

In 1900 the Canadian companies far outclassed their United States competitors. (Government Insurance Report, 1900).

1900.	CANADIAN.	UNITED STATES.
Assets .....	\$59,522,077 00	\$27,937,798 66
Income .....	13,358,600 89	5,217,601 64
New Business .....	38,602,589 00	26,980,858 00
Insurance in force .....	267,392,184 00	125,155,863 00
Claims paid .....	3,103,164 00	2,424,889 00

NOTE.—While in 1875, the “Income” and “Insurance in force” of United States companies were twice those of Canadian companies, the reverse applies in 1900.

In 1900 the United States companies are outclassed in every department, while in 1875 the Canadian companies were outclassed in every department. What the comparison will show 25 years hence is impossible to say, but it is not improbable that *all* Canadians will then have been fully persuaded from actual experience, that it is better to patronize their own institutions, which keep and invest their monies in their own country, rather than pass it over to foreign institutions to help to build up a foreign nation at their expense.

#### STANDING OF THE AGENCIES FOR MAY

- |                     |                        |
|---------------------|------------------------|
| 1. Vancouver, B.C.  | 11. Collingwood, Ont.  |
| 2. St. John, N.B.   | Gravenhurst, Ont.      |
| 3. London, Ont.     | 12. Kingston, Ont.     |
| 4. Halifax, N.S.    | Toronto, “R.”          |
| 5. Montreal, Que.   | 13. Brandon, Man.      |
| 6. Ottawa, Ont.     | Winnipeg, Man.         |
| 7. Brockville, Ont. | 14. Calgary, N.W.T.    |
| 8. Toronto, “K.”    | Toronto, “S.”          |
| 9. Central Ontario. | 15. Durham, Ont.       |
| Hamilton, Ont.      | Sault Ste. Marie, Ont. |
| 10. Toronto, “L.”   | Southampton, Ont.      |
| Whitby, Ont.        | Toronto, “M.”          |

Although the far West and far East are several thousand miles apart yet in volume of business they are very close to one another.

What will the record be for July?



## TWO NEW PAMPHLETS

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No. 1. Containing extracts from editorial notices which appeared in the leading papers of Canada reviewing the Company's last Annual Report. The Annual Statement was signalized by friends and competitors as the best one that was ever submitted in the same period of time.

No. 2. The Imperial Life has made a reputation and a record for the prompt and business-like manner in which it pays its death claims. The Executive of the Imperial believe that if a thing is to be done it should be done promptly and well, and in this pamphlet there is the best possible evidence obtainable that the Imperial has treated the representatives of those who favored it with their business in the same prompt, courteous and business-like manner that characterizes all its dealings. Pamphlet No. 2 should be a business-getter for you and should be used by every agent who desires to increase his business.

These two pamphlets may be obtained by applying to the Head Office.

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## ADVERTISING

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It is gratifying to observe that a considerable number of the Company's representatives are advertising in their local papers. Good has been, and can be accomplished by advertising—in fact, there are actual cases of business having been secured, and every agent who has not tried advertising should commence it at once. Of course advertising will not bring applicants into your office, but it should be followed up by an enthusiastic, energetic canvass. The cost of an advertisement appearing at regular intervals represents but a small portion of an agent's commission.

All of the Company's advertisements now contain the motto, "First and Paramount, Absolute Security to Policy-holders." This phrase is believed to be the strongest and most telling one *used by* any life insurance company in Canada.

If you have not tried the plan of advertising, do so for the balance of this year, and watch the results.

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## NOTES FOR OUR WORKERS

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"Keep a bright face turned to the future. Forget yesterday, whether you did well or poorly. Two processes are at work in nature—growth and decay. Looking forward is growth. Looking backward is decay."—*Insurance Press*.

Be enthusiastic in your work. Lift your thermometer to the boiling point. Heat performs miracles. It converts water into steam, and steam has revolutionized the world. And in the same way it will, if properly applied, convert a non-producer into a producer, and so help to get your name on the Honor Roll, and change defeat into victory.

Don't be a fool! The man who thinks out what he wants to do, and *then works, and works hard*, will win, and no others do, or ever have, or can. God will not have it so." *E. Hubbard.*

### THE MAN WORTH WHILE.

"'Tis easy enough to be pleasant  
When life flows by like a song,  
But the man worth while  
Is the man with a smile  
When everything goes dead wrong."

—*Ella Wheeler Wilcox.*

CONFIDENTIAL

Vol. 2. TORONTO, JULY 1st, 1901. No. 10.

## THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

### IT PAYS TO RENEW

Mr. T. L. Black, of Sundridge, Ontario, took out policy No. 502 in the Imperial Life for \$1,000 in February, 1898. In February, 1899, he did not pay the premium, but in April he decided to apply for revival. The Company accepted his application and took a note for the premium maturing in October. Mr. Black's policy again lapsed on account of non-payment of this note, but on the strength of representations made by the Head Office, he again applied for re-instatement. When the February, 1901, premium fell due Mr. Black tendered a note in payment therefor, which was accepted, and was still current at the time of his death. Unquestionably the continuance of this policy has made a great difference to his widow and family, as we notice it was the only insurance he carried.

# THE IMPERIAL LIFE AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 11

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## THE SUMMER CAMPAIGN

We are now in the midst of the Summer Campaign—a campaign which, in some respects, is the hardest of the whole year.

The months of July and August are almost universally considered as holiday months, and even such a necessity as life insurance is apt to be put to one side until some later time.

From one point of view, these summer months, or even the whole quarter, (June to September) is the great testing period of the perseverance of the field staff. Hot weather, holidays, etc., all combine to make the agent's lot a hard one. But isn't that all the more reason why we should put extra effort into our work? The men who can defy these obstacles—whose concentration of effort is all-powerful, whose resolutions and will power are so strong that nothing can stay their steady advance, the men who fight the harder the more obstacles they run against; these are the men who will succeed during the third quarter.

Some agents are inclined to let their work flag during the summer months, reasoning that when the fall comes they will make it up. This is the greatest mistake an agent can make. An opportunity lost never returns again, and there is business to be secured now that cannot be secured at any future time.

Concentration of effort is what counts in field work, but it probably counts for more in the summer than during any other time. Keep after your prospect until you have the application signed, the applicant examined, and the cash or note in your possession. Concentrate your whole efforts on that one person; study up his case and ascertain exactly what he needs; and, if you go about it skilfully, you are bound to secure his application.

What we are aiming at particularly is to make the "Summer Campaign" the hottest in the Company's history. We want to make a record during these months several "degrees" higher than the record of any previous summer months, and we know with your assistance this can be brought about.

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## IT PAYS TO RENEW

We are continually receiving advice from our agents that persons who held policies in the Imperial but who for some reason or other failed to continue them, have since died. Another case, that of Mr. Robert R. Hughes, Electrician, of Winnipeg, Man., has just come to our notice—and it forcibly illustrates the wisdom of never allowing a policy to lapse



once it is taken out. Mr. Hughes was in good health when he took out this policy. He paid two premiums on it, but when the third became due, allowed the policy to lapse. He was attacked by some throat trouble, which resulted in his death. Undoubtedly Mr. Hughes would have been glad to have had his policy re-instated, but of course this was impossible on account of his poor health.

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### **GUARANTEED SECURITY POLICY**

Enquiries have been made as to the rate of interest which the Company proposes to charge in respect of the loan of the 11th and subsequent years' premiums under this form of insurance. No rate of interest has been stipulated in the contract, but it is provided that loans shall be made in accordance with the terms of the loan agreement form of the Company. The reason of this is that interest rates fluctuate, and to stipulate a definite rate now might be to provide for an interest charge that would be exorbitant when the time came for the loan to be made. It is the intention that only the current rate of interest, as charged by other first-class life insurance companies, shall apply when loans under this form of insurance commence to be made. While to-day 6 per cent. or 5½ per cent. might be proper rates to charge, ten years from now 4½ per cent. or 5 per cent. might be the equitable rate.

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### **INCREASE IN RATES**

The statement that three Assessment and Fraternal Societies operating in Canada—The Commercial Travellers Mutual Benefit Society, the Knights of the Macabees, and the Knights of Pythias—have increased, or are about to increase their rates, will probably open the eyes of a large number of Canadians to the fallacies of the assessment system of insurance. It has always been maintained by experts that generally Society insurance rates were totally inadequate, and apparently the societies mentioned have realized this.

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### **HOW THE GUARANTEED SECURITY POLICY IS TAKING.**

The Guaranteed Security Policy has become a great favorite. Many appreciative letters have been received regarding it. Already a goodly number of Guaranteed Security Policies have been issued, and the indications are that it has materially strengthened our agents' hands.

Some 300 enquiries were received from old policy-holders for further particulars of the contract, and others are constantly coming in. These enquiries were sent to the Company's representatives, and most excellent results have followed in many instances.

Mr. H. C. Sparling, District Agent, at Brantford, says; "It is in my estimation a magnificent contract, and one that will sell well. You may expect my allotment from me during July and August."

Mr. J. S. Wallace, Provincial Manager, Winnipeg, Man., says: "I must confess that after comparing it with our ordinary plans and the comparatively slight increase in premium, that it is a peculiarly attractive policy. I imagine that this particular policy should be a good seller."



Mr. Geo. R. Hamilton, District Manager at London, says: "I congratulate you on the idea of this policy as I think it is an excellent system and should be very beneficial to us coming out at this time of the year. I hope to make good use of it myself and will encourage my agents to do the same."

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## KNIGHTS OF PYTHIAS IN TROUBLE

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**"To give up their Policies."** Chicago, July 12th. According to the *Record-Herald*, twenty thousand members of the Endowment Rank of the Knights of Pythias are expected to give up their policies and abandon their insurance as a result of the proposed rise in the rates. The rates will be increased on the average 53 per cent.

This is only another case in which inadequate rates, etc., have resulted in disaster. The following appeared in a leading paper:—

"The situation in which the Endowment Rank of the Knights of Pythias finds itself is the inevitable result of the assessment system of insurance which seeks to pay the losses and matured obligations of each year by an assessment on the members equal to the sum desired.

"This system, to discount the constant increase in ratio of mortality at advanced ages, does not accumulate any adequate reserve, and consequently no interest. It has proved fatal to every fraternal order and association which uses it for purposes of insurance.

"The Endowment Rank of the Knights of Pythias finds itself with a deficiency of \$100,000; and the small accumulation of \$350,000 they have on hand is invested in a hotel which brings in no interest.

"It is to be regretted, for the Knights of Pythias, like the Masons and other fraternal of the same kind have accomplished an immense amount of good and have done a work as friendly societies that no purely insurance company undertakes or could possibly undertake. Their legitimate sphere lies exclusively, however, in the field so well filled by the English Friendly Societies providing sick and burial benefits, old age assistance, and co-operative charitable work, and insurance of any kind would best be left alone. If they undertake insurance of any kind, they should drop the assessment system entirely, adopt the Combined Mortality tables, accumulate a safe reserve and charge a fair price. No half-way measures can do more than prolong their existence a few years. The inevitable result of the assessment system, like any other system which does business on the hand to mouth plan, is ruin."

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## HONOR ROLL FOR JUNE

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The following agents head the list for new personal business in their respective classes:

### PROVINCIAL AND DISTRICT MANAGERS:

- (1). E. S. Miller, Montreal, Que.
- (2). J. W. W. Stewart, Vancouver, B. C.
- (3). J. S. Wallace, Winnipeg, Man.
- (4). W. J. Murray, Toronto, Ont.
- (5). A. McN. Shaw, St. John, N. B.

#### DISTRICT AND SPECIAL AGENTS:

- (1). J. Cawley, Brockville, Ont.
- (2). J. E. Bill, Sydney, C. B.
- (3). D. F. Fisher, Owen Sound, Ont.
- (4). Geo. I. Riddell, Toronto, Ont.
- (5). A. S. Wickware, Smith's Falls, Ont.

#### LOCAL AGENTS:

- (1). R. F. Clarke, St. John, N. B.
- (2). B. H. Smith, Moncton, N. B.
- (3). J. Holland, Fredericton, N. B.
- (4). J. F. Kirkland, Bullion, B. C.
- (5). A. R. Martin, Kingston, Ont.

It will be observed that in the above every province, in which the Company is operating, is well represented.

After a very close contest, MR. E. S. MILLER pulled ahead of MR. J. W. W. STEWART, by a very small margin. Messrs. Miller and Stewart have thus far monopolized the head places. It will be very interesting to observe the relative positions next month.

MR. J. S. WALLACE of Winnipeg takes third place amongst the Provincial and District Managers. Mr. Wallace did some excellent work in June and is well entitled to this place.

MR. JOHN CAWLEY again takes second place amongst the District and Specials. You nearly got first place John. Better luck next time.

MESSRS. R. F. CLARKE, H. B. SMITH, and J. HOLLAND of St. John, N.B. agency, head the list of locals. MR. SHAW himself also appears amongst the Provincial Managers. Well done N.B. Three places last month and four this is pretty good.

MR. W. J. MURRAY still holds his position amongst the Provincial and District Managers. Mr. Murray is a worker all the time and knows how to get the business.

MESSRS. J. E. BILL, D. F. FISHER, G. I. RIDDELL and A. S. WICKWARE have by hard and faithful work secured places amongst the Districts and Specials, after a hard fight with last month's holders. There is an exceedingly close contest going on in this class, and next month will probably see another decided change. Who will have a place next month?

MR. J. F. KIRKLAND of Bullion, B.C., is one of Mr. J. W. W. Stewart's new appointees and bids fair to take a leading place amongst the locals. You should jump a couple of places this month Mr. Kirkland.

MR. A. R. MARTIN of Kingston has done the trick this month. A little higher next month Mr. Martin.

#### SETTLEMENTS

When an application for assurance is taken, it is usual for the agent to secure some settlement other than "payment on delivery of policy" for the first premium. It has been decided by the court that a man cannot be compelled to pay the first premium under a policy merely because he has agreed in the application to accept the policy and pay the premium. A more definite obligation is needed. Some agents are not sufficiently firm in insisting upon a definite settlement when taking an application, and it is believed that this is the *cause of*

at least 50 per cent. of "not taken" policies. We cannot impress this point too emphatically upon the members of the staff, as it is as much in their interests as it is in the Company's to secure a satisfactory settlement when the application is taken in order that there may be no question about the payment of the first annual premium.

If the premium is payable half-yearly then two notes should be taken, the second for six months, without interest. If the agent treats this matter with the applicant as one which is an essential he will be able in almost every case to obtain a note, even if only for 5 or 10 days. It is a clincher, it prevents a man from changing his mind, it prevents your man from being kidnapped by another agent.

## ASSESSMENT SOCIETIES

From the *Spectator* of July 18th, 1901.

"Last year witnessed a still further diminution in the number of business organizations doing business on the assessment plan. Some organizations failed; others were merged with *apparently* stronger organizations, while a few were able to re-incorporate under old line laws and are now pushing for business under a plan which their managers at one time ridiculed as unnecessary and extravagant. New organizations on the assessment plan are almost unknown . . . . . Fraternal orders throughout the country are agitated over the question of accumulating and maintaining a suitable reserve, and while some of the younger orders have made some provision of this nature, the larger and older concerns as a rule seem unable to do so. The result is inevitable; increasing death losses will drive out the younger and healthier members; new blood will keep out, and the larger the order, the more disastrous will be the final crash. . . . .

One large fraternal order has lost over fifty per cent, of its membership since 1890. Of the Companies that have been doing business twenty-five years or more, the lapses were greater in 1900 than the new certificates written, and while the membership shows a falling off of thirty per cent, the death rate has increased over sixty per cent."

## POINTERS

As the Company communicates with the assured immediately on the issuance of the policy, and at various times thereafter, it will greatly facilitate the work at the Head Office if our agents will be particular to fill in the application the exact and full address of the applicant.

When returning an unpaid receipt or note to the Head Office or to the District Manager, form No. 232, Agent's Report, should always accompany it. The omission of it causes unnecessary correspondence. If you have not a supply of the form we will be pleased to forward you some upon request.

It is proposed from time to time to discuss in the Record the advantages of the many plans of insurance which Imperial representatives are privileged to offer the Canadian Insuring Public. In this number we treat with the 10 Payment 20 Year Endowment Policy, 20 Year Accumulative Surplus Period.



STANDING OF THE AGENCIES FOR THE FIRST SIX  
MONTHS OF 1901

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- |                         |                              |
|-------------------------|------------------------------|
| (1). Ottawa, Ont.       | (18). Hamilton, Ont.         |
| (2). Halifax, N.S.      | (19). Calgary, N.W.T.        |
| (3). St. John, N.B.     | (20). Southampton, Ont.      |
| (4). Head Office        | (21). Sudbury, Ont.          |
| (5). Montreal, Que.     | (22). Durham, Ont.           |
| (6). Vancouver, B.C.    | (23). Toronto, "M "          |
| (7). London, Ont.       | (24). Kingston, Ja.          |
| (8). Winnipeg, Man,     | (25). Whitby, Ont.           |
| (9). Toronto, "L "      | (26). Central Ontario        |
| (10). Kingston, Ont.    | (27). Peterboro', Ont.       |
| (11). Brockville, Ont.  | (28). Sault Ste. Marie, Ont. |
| (12). Brandon, Man.     | (29). Belleville, Ont.       |
| (13). Toronto, "K "     | (30). Midland, Ont.          |
| (14). Gravenhurst, Ont. | Norwood, Ont.                |
| (15). Collingwood, Ont. | (31). Hastings, Ont.         |
| (16). Toronto, "S "     | (32). Meaford, Ont.          |
| (17). Toronto, "R "     | Berlin, Ont.                 |
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10 PAYMENT 20 YEAR ENDOWMENT.

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Accumulative Surplus Period 20 Years.

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The *premium rates* for this policy are found on page 40 of the Manual, and the *results at the end of 20 years*, which are the same as those for the ordinary 20 Year Endowment Policy, with Dividend Period 20 Years, are found on page 18.

It is an investment contract in the highest sense of the term, when investment is associated with life insurance, and there is probably no contract in the Manual having investment as its prominent feature, which offers more attractive results.

It is especially adapted to persons between the ages of 16 and 50. The deposit per \$1,000 runs from a little less than \$1.50 per week, or say \$6.50 per month, to about \$1.80 per week, or say \$7.40 per month, and consequently is within the range of a wide class of insurable persons.

On the basis of \$1,000 the total deposits made in the 10 years amount to from \$775.50 to \$895.00, while the results, partly guaranteed and partly estimated, amount to from \$1,392.00 to \$1,490.00, or an excess of from \$617.00 to \$595.00 over the total annual deposits.

But this is not all. During the 20 years the Company has carried a risk of \$1,000, and therefore, to obtain the true state of affairs there must be considered the cost of the protection of \$1,000 life insurance for 20 years. Turning to page 48 of the Manual, we find "the Death Rate per 1,000" is given for each age. Take as an illustration the case of a person aged 30, and examine the results as at the end of 20 years. Taking the whole period of 20 years, the average age for a person entering at age 30, would be 40. The net death cost at this average age (without any addition for expenses) is found to be \$10.31 per year, or \$206.20 for the 20 years, and the net result would be,—



Total Deposit per \$1,000 for 10 years.....	\$791 50
Deduct net cost of \$1,000 life insurance for 20 years	206 20

Net amount of deposits after allowing for cost of 20 years' life insurance.....	585 30
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#### RESULTS AT END OF 20 YEARS:

Guarantee .....	\$1,000
Estimated surplus .....	398
	<hr/> 1,398 00

Excess over deposit after allowing for cost of carrying the risk .....	812 70
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From this estimated result it will be seen that after making allowance for the cost of carrying the risk, the investor earns over  $4\frac{1}{2}$  per cent. compound interest on his yearly deposits. If the cash is not withdrawn, the assured has the option of taking paid-up insurance of \$2,660. This amount is \$1,868.50 more than the amount of the gross deposits or is \$2,077.70 more than the amount of the net deposits after \$206.20 is allowed for the cost of the 20 years' insurance.

Equally favorable results apply to other ages.

After three years if the policy be discontinued, the holder is entitled to a paid-up policy for three-tenths of \$1,000, or \$300, such amount being payable in cash to the assured himself at the end of the endowment period, or to his representatives if his death shall occur prior thereto. After four years the paid-up policy would be four-tenths of \$1,000, or \$400; after five years five-tenth of \$1,000, or \$500, etc.

Cash Surrender Values and Loans may also be obtained after three years.

After the payment of 7 years' premiums the policy is self-supporting by virtue of the Automatic Nonforfeiture Privilege, No. 6 in the policy. The Company will loan the remaining 3 premiums as they fall due, and thus if the policy-holder is overtaken by adversity, the valuable benefits are secured to the holder beyond all question, by his simply paying interest on the premiums advanced by the Company.

In recommending this contract the following points will be found useful.

1. Speak of it as an "*Investment Contract*," as the element of life insurance in it is small compared with that of investment; instead of using the word "Premiums" say "Annual Deposits."

2. The "*Investment Contract*," unlike debentures or bonds, can be purchased by 10 "*Annual Deposits*." The purchase money is not required to be paid down in one sum, but its payment is conveniently spread over 10 years, and the contract, therefore, is made accessible to nearly all.

3. The "Annual Deposits," unlike those in some life insurance policies, are to be made for *10 years only*, a period of time for which most people can look ahead; moreover, for persons between the ages of 20 and 50 this deposit-making period would fall during the most productive period of life.

4. It is adapted to bachelors who desire to secure a competency for themselves in later years.

5. It appeals to a father who desires to provide a fund for his son or daughter. For example—such a policy on the life of a son or daughter aged 15 could be paid for by the father before the child reached 25.

6. It is an excellent policy for women whether married or single; it performs the double function of a life insurance policy and a savings bank.

7. Do not overlook to point out that if death should take place in the early years a very large amount over that paid in would accrue—for example, if death took place in the first year the account would stand thus:

Amount of Insurance .. . . . . .	\$1,000 00
Less Annual Deposit at age 30 .. . . . . .	79 15
Excess over Deposit .. . . . . .	\$ 920 85

The policy, therefore, is superior to a savings bank, in which only the actual deposit and interest would be payable.

Examine this contract minutely; the more you examine it the more attractive will its features appear to you. The Company already has many policy-holders insured under it, amongst whom may be mentioned:

Geo. Ira Mallory, Accountant, Brockville, Ont.  
David N. McIntyre, Farmer, Paisley, Ont.  
Thos. Wm. Lester, Ins'ce Agent, Hamilton.  
Frank H. Stark, Broker, Toronto, Ont.  
Donald D. Mann, Contractor, Toronto, Ont.

Dr. E. A. Hall, Physician, Victoria, B.C.  
Geo. W. Kennedy, merchant, Vancouver, B.C.  
Howard S. Ross, Barrister, etc., Sydney, C.B.  
Hugh Ross, Barrister, etc., Sydney, C.B.  
Rich. Sanderson, Com. Traveller, Toronto.

**CONFIDENTIAL**

Vol. 2. TORONTO, Aug. 1st, 1901. No. 11.

**THE  
IMPERIAL  
LIFE**

**AGENTS' NEWS**



**THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada**

# **STANDING OF THE AGENCIES FOR THE MONTH OF JUNE.**

- |                     |                        |
|---------------------|------------------------|
| 1. Vancouver, B.C.  | 11. Kingston, Ont.     |
| 2. St. John, N.B.   | 12. Sudbury, Ont.      |
| 3. Montreal, Que.   | 13. Toronto, "R."      |
| Halifax, N.S.       | 14. Durham, Ont.       |
| 4. Winnipeg, Man.   | 15. Calgary, N.W.T.    |
| 5. Head Office.     | Toronto, "K."          |
| 6. Toronto, "L."    | 16. Toronto, "S."      |
| 7. London, Ont.     | Sault Ste. Marie, Ont. |
| 8. Ottawa, Ont.     | Hamilton, Ont.         |
| 9. Brockville, Ont. | Brandon, Man.          |
| 10. Toronto, "M."   | 17. Norwood, Ont.      |
| Collingwood, Ont.   | Gravenhurst, Ont.      |

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 12

## *To Imperial Representatives:*

The holiday season has passed and we are now entering into the best of all the seasons from the agent's standpoint—the Fall. To the agent the next four months are worth the whole preceding eight months. In every line of business there is increased activity. The farmers' crops are either in or being brought in—it is his harvest. The farmer has now more money to spend in the stores—it is the tradesman's harvest. Money is moving freely throughout the country—it is the life agent's harvest. Everywhere the crop prospects are most encouraging; there is a strong feeling of confidence throughout the country; everybody is affected by the good times; and everything points to a rich harvest for the agent during the next four months.

Thus far this year the Imperial's representatives have done good work. It is exceedingly gratifying to us to note that we are well ahead of our last year's record. We also note that thus far each month of 1901 shows a decided increase over the same month of 1900. This steady increase speaks volumes for our field staff.

What are your prospects for September? On looking up our records we find that September, 1900, gave us \$404,000 of new business. September, 1901, must show an increase over September, 1900, and thus keep our monthly increase record unbroken. Can we do this? It will be a comparatively easy accomplishment if each Imperial representative will get right down to work and do his best. If each agent shows an increase over his September, 1900, record the trick is done. Is this too much to ask of you? We don't think so and are sure you don't. Keep hammering away at it and never give up. The present is your opportunity—be sure you don't let it pass.

## EXCELLENT BUSINESS

In going over a batch of business amounting to \$370,000, at a recent meeting of our Directors, the two following significant facts were brought out:

1. The average age of the applicants was 29 years.
2. The average amount of premium was slightly over \$40.00 per \$1,000.

These two important features indicate, in the first place, that the Company is securing its business from the very best element, so far as age is concerned, and every risk having been carefully examined, and subsequently thoroughly revised by the Insurance Committee, is a sufficient guarantee that only safely insurable lives are being admitted. In the second place, where a Company is receiving premiums on the average rate of \$40.00 per \$1,000, it is an evidence that it is securing business from a class of persons who are well able to carry insurance, and further, that the investment contracts of the Company are thoroughly appreciated. It has been observed that in some companies the premiums run from \$20.00 to \$25.00 per \$1,000, which would indicate that a large proportion of the insurance is upon cheap plans, such as Term and Whole Life. This is not the case with the business of the Imperial.



## CONVINCING CIRCUMSTANCES

That the Imperial Life is a popular Company with the insuring public of Canada is abundantly evidenced by three circumstances, all of which occurred in the closing days of July.

**Circumstance No. 1.**—The manager of one of the largest banking institutions in Canada voluntarily enquired for particulars and rates in respect of an insurance on his life. These were promptly furnished in person by an officer of the Company, and the result was that he made application that day for an insurance of \$25,000. The name of one other company was mentioned in the course of conversation, but it did not take more than ten minutes to complete the transaction for the Imperial.

**Circumstance No. 2.**—The manager of one of the most representative loan companies in Western Ontario wrote to an executive officer of the Company, stating that he had been contemplating for some time placing a \$25,000 20-Year Endowment Policy on his life, and that he had decided to do it now, and to favor the Imperial with the business. This, also, was considered a great tribute to the management and excellency of the Imperial.

**Circumstance No. 3.**—A local agent—by profession a barrister—of one of our oldest life insurance companies in Western Ontario, called at the Head Office of the Imperial when in the City a few days ago, and stated that he intended placing further insurance on his life—that he already carried a policy in his own Company, but that in his opinion, he would like to have his other insurance divided, and had selected the Imperial Life as the Company in which he wished to place that additional insurance. The conclusion of the matter was that he selected an Imperial 20-Year Endowment Policy—the application was written up, and the party examined that afternoon.

These three cases, coming as they did, one after the other, and all culminating within a period of five days, are the best possible testimonies of the magnificent place which the Imperial Life has taken with the insuring public of this Dominion.

Officers, agents, medical examiners and all associated with the Company are really proud of the standing, record and prospects of the Imperial.

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### HONOR ROLL FOR JULY

#### PROVINCIAL AND DISTRICT MANAGERS:

1. J. W. W. Stewart, Vancouver, B.C.
2. A. McN. Shaw, St. John, N.B.
3. J. S. Wallace, Winnipeg, Man.
4. W. J. Murray, Toronto, Ont.
5. E. S. Miller, Montreal, Que.

#### DISTRICT AND SPECIAL AGENTS:

1. J. Cawley, Brockville, Ont.
2. J. E. McCuaig, Ottawa, Ont.
3. D. F. Fisher, Collingwood, Ont.
4. J. L. Mancini, Montreal, Que.
5. C. A. MacLeod, Halifax, N.S.

#### LOCAL AGENTS:

1. A. B. Mackenzie, Rossland, B.C.
2. J. B. Vantour, Campbellton, N.B.
3. D. N. Sinclair, Sarnia, Ont.
4. Geo. E. Foster, Newboro, Ont.
5. T. C. Smith, Chatham, Ont.

MR. STEWART of Vancouver has repeated the trick and again leads the Provincial and District Managers in new personal business. In addition to this his



agency leads for the month, and one of his local men, MR. MACKENZIE, of Rossland, leads the locals. Bravo! Vancouver, you deserve first place.

MR. SHAW, of St. John, takes second place amongst the Provincials, his agency stands second for the month, and MR. VANTOUR, of Campbellton, is second amongst the locals. St. John agency is always well in evidence.

MR. WALLACE, of Winnipeg, and MR. MURRAY, of Toronto, are still third and fourth on the roll. We expect to see them up a notch next month.

MR. CAWLEY, of Brockville, again leads the Districts and Specials and apparently is fixed there for a while. He wrote eleven applications in July, all on the 20-payment Life plan. JOHN knows what kind of business the Imperial wants, and how and where to get it.

MR. MCCUAIG, of Ottawa, is a worker and as a result holds down second place. MR. FISHER of Collingwood, is still third.

MR. MACKENZIE, of Rossland, is a new agent, but he seems to know the business. Keep it up, Mackenzie!

MR. VANTOUR, of Campbellton, and MR. SINCLAIR, of Sarnia, can always be relied upon for some good business.

### STANDING OF THE AGENCIES FOR JULY

1. Vancouver, B.C.	11. Kingston, Ont.
2. St. John, N.B.	12. Sault Ste. Marie, Ont.
3. Halifax, N.S.	13. Gravenhurst, Ont.
Central Ontario.	Toronto "K."
4. Montreal, Que.	Toronto "L."
5. London, Ont.	Toronto "R."
6. Brockville, Ont.	14. Hamilton, Ont.
7. Head Office	Durham, Ont.
8. Ottawa, Ont.	Sudbury, Ont.
9. Winnipeg, Man.	Toronto "S."
10. Collingwood, Ont.	

### FIRST FOUR YEARS' RECORD

\*Figures taken from 4th Annual Statement of Companies showing result of between 3 and 4 years' progress in each case.

COMPANY	Total Insurance in force	Premium Income	Total Assets for Policy-holders' Protection
Imperial Life.....	\$9,226,350	\$319,860	\$1,102,092
Canada Life .....	814,902	Not given	41,873
Confederation Life .....	2,641,708	89,809	162,283
Mutual Life of Canada .....	701,000	15,839	23,144
Manufacturers Life .....	6,830,525	148,886	351,740
North American Life .....	3,870,314	127,295	278,986
Sun Life .....	1,786,092	55,982	171,362
Dominion Life .....	1,120,896	30,191	110,176
Excelsior Life .....	1,715,920	40,914	122,086
Federal Life .....	2,696,454	45,500	97,050
Great West Life .....	5,071,150	122,598	238,875
Northern Life .....	2,005,200	57,425	253,894
Royal Victoria Life .....	2,116,880	86,419	272,487
Ætna Life (12th Year).....	3,340,495	82,610	310,492
Equitable Life .....	5,500,100	169,238	324,013
Mutual Life of N.Y. ....	7,785,236	182,747	327,958
New York Life .....	4,722,000	144,441	164,302

## THE GUARANTEED SECURITY POLICY

The fact that out of fourteen applications received at the Head Office one morning eight were for Guaranteed Security Policies is strong evidence that the insuring public appreciate the many valuable features of this form of policy. It is evidently a good business-getter for Imperial representatives.

During the first three weeks of August forty-two applications for Guaranteed Security Policies were accepted and policies issued thereon.

### THINK—DETERMINE—RESOLVE

*To think we are able is almost to be so; to determine upon attainment is frequently attainment itself. Thus earnest resolution has often seemed to have about it almost a savor of omnipotence.—Samuel Smiles.*

**CONFIDENTIAL**

Vol. 2. TORONTO, SEPT. 1st, 1901. No. 12.

## THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

### GAINING AND LOSING STRENGTH

*"Every evil to which we do not succumb is a benefactor. As the Sandwich Islander believes that the strength and valor of an enemy he kills passes into himself, so we gain the strength of the temptation we resist."—Emerson.*

How true these words are when applied to our business. Every application we have secured which we thought we could not get; every policy which we thought we have saved from lapsing by our timely attention when it was about to lapse, makes us stronger, more hopeful, and more determined, and consequently more successful in our work than we were before. We have, as Emerson points out, *gained strength by devouring our difficulties, just as we would have lost our strength by letting them devour us.*

### GRAPPLE

*I find nothing so singular in life as this, that everything opposing appears to lose its substance the moment one actually grapples with it.—Hawthorne.*

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 13

MANAGING DIRECTOR'S OFFICE,  
TORONTO, September 30th, 1901.

*To the Field Staff:*

GENTLEMEN,—September has gone and we are now face to face with the fact that three-quarters of the year have passed, and that three-quarters of the year's opportunities have gone.

The questions that now naturally arise are "Have we secured three-quarters of the \$4,000,000 which we set out to write during 1901?" and "Have we each one written three-quarters of the amount which we promised to secure this year?"

Now it is particularly meet that at the beginning of the last quarter we should look the situation squarely in the face and size up the task which confronts us. I regret to say that some of our agents have not been as successful in redeeming their promises as we had anticipated, and as a result our business for the first nine months is considerably short of the \$3,000,000 mark. This shortage means that we must write so much more business during the present quarter if we are to accomplish our aim of \$4,000,000.

The last quarter of the year has always yielded The Imperial a splendid line of business. It has ever been a period of great activity on the part of our field staff, and I therefore feel that in asking you for

**\$1,500,000 during the Last Quarter,  
but especially  
\$500,000 during October,**

I am placing no heavy burden on your shoulders.

There is no reason whatever why our fall campaign should not be the crowning point of a splendid year's work. We have the Company's new manual, with new and attractive policies, and containing materially increased Guaranteed Values, which should form a solid basis for successful canvassing. Those agents who attended the Convention have, we are sure, gained new ideas and new methods of work, and, judging from letters lately received, they have magnificent prospects for a splendid business during the remainder of the year.

I am counting on each Imperialite doing his share during the next three months, and that you personally will not fail to send in your quota, and thus assist us to emerge victorious from the year's work with \$4,000,000 of new business.

Trusting that a most brilliant success will reward your efforts, I am,  
Yours very truly,



Managing Director.



### THREE POINTS RAISED AND ANSWERED.

The following questions were recently asked by an Imperial representative. The Company's representatives are invited to send their difficulties to the *News* for solution.

1. *Why is The Imperial credited on page LXXXVIII of the Government Report with new business of only \$2,917,200, whereas the Company's Annual Reports and Literature state that the policies issued in "1900 amounted to \$3,106,000."*

ANSWER.—The figures given on the page referred to apply to "Policies new and Taken up." Towards the close of the year there are many policies, as all agents know, which have been issued, but which cannot be taken up and paid for. On page 193 of the full Government Report, it will be seen that the policies issued, &c., during the year amounted to \$3,106,000.

2. *Why is The Imperial credited on page LXXXVIII of the Government Report with Total amount in Force as \$7,456,455, whereas the Company's Annual Report and Literature give the Total Amount in Force on December 31st, 1900, as \$9,226,350.*

ANSWER.—The figures given on the page just referred to represent the "NET Amount in Force,"—that is, the gross amount less re-insurances. On page 193 of the Government Report, it will be seen that the "Policies in force at date of statement" amounted to \$9,226,350.

3. *Why is The Imperial Life's Government Deposit set down on page CXIV of the last Government Report as "Par Value \$242,200," "Accepted value \$229,590," in the face of the Company's advertised statement that its deposit with the Government is \$250,000?*

ANSWER.—The "Par Value" of a security is, of course, different from its "Market or real Value." For example, if a Company had on deposit with the Government \$230,000 of City of Toronto Debentures, running for 20 years, and carrying interest at the rate of 5 per cent., the minimum price which that Company could to-day secure these Debentures at in the open market is about \$261,464, and if the same Debentures were offered for sale to-day by that Company, it would receive for them about \$261,464, on account of the corresponding long time which they have to run, and the rate of interest which they carry, notwithstanding their par or face value amounted to only \$230,000. Hence such a Company would be justified in saying that its deposits with the Government amounted to \$261,464 and not \$230,000.

The "Accepted Value," it will be observed, is, in nearly every instance, less than the "Par Value," and is the value placed upon the securities by the Department. For example, take the \$230,000 of Debentures referred to, the Department would ignore the rate of interest which they carry, and the length of time for which they are to run, and discount the par value by 10 per cent., making their accepted value \$207,000, whereas their true value, or the amount of cash which to-day could easily be obtained for them, is \$261,464.

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### ASSESSMENT INSURANCE

The following interesting facts in regard to assessment insurance are culled from a pamphlet entitled "The Dilemma of Fraternal Orders," published by the *Spectator* Company, New York.

1. At the present time there are 68 fraternal orders doing business which were established over 10 years ago, and which have more than 1,000 certificates in force. Of these 68 orders, 23, or over 33 per cent., showed a loss in membership during 1900, and 18, or 26 per cent., showed a gain of less than 1,000.



## 2. Progress of three leading orders :

Year.	New Members.	Total Membership.	Lapses.	Death per 1,000.	Cost to each Member.
<b>AMERICAN LEGION OF HONOR.</b>					
1883.....	11,619	53,032	5,436	8.9	\$29.88
1900.....	236	11,160	5,397	40.8	87.41
<b>KNIGHTS OF HONOR.</b>					
1883.....	12,776	128,309	8,566	11.2	\$22.51
1900.....	3,125	59,932	8,272	28.1	54.31
<b>ROYAL ARCANUM.</b>					
1883.....	9,126	47,744	1,113	6.9	\$20.05
1900.....	24,086	210,074	5,651	11.0	32.70

3. **ASSETS.**—At the end of 1900, 30 of the leading orders, organized more than 10 years ago, had insurance in force amounting to \$3,399,735,433, for which they hold assets amounting to \$13,029,258, or an average of \$3.84 for each \$1,000 of insurance. This is plainly a very weak guarantee that the death claims will be paid, as a very slight decrease in membership would wipe out this small holding. When it is considered that for every \$1,000 of insurance the regular Canadian life companies hold \$222.73 of assets, the financial instability of the fraternal orders is strikingly shown.

## HONOR ROLL FOR AUGUST.

### PROVINCIAL AND DISTRICT MANAGERS :

1. W. J. Murray, Toronto, Ont.
2. J. S. Wallace, Winnipeg, Manitoba.
3. Dr. D. Lowrey, Toronto, Ontario.
4. A. H. Fair, Halifax, N.S.
5. E. S. Miller, Montreal, Quebec.

### DISTRICT AND SPECIAL AGENTS :

1. J. P. W. Bill, Halifax, N.S.
2. J. T. Purdon, Berwick, N.S.
3. J. F. Driscoll, St. John, N.B.
4. J. Cawley, Brockville, Ont.
5. J. E. Bill, Sydney, N.S.

### LOCAL AGENTS :

1. R. W. Day, Nelson, B.C.
2. N. R. Burrows, Bridgetown, N.S.
3. F. I. Davison, Windsor, N.S.
4. D. N. Sinclair, Sarnia, Ont.
5. H. B. Smith, Moncton, N.B.

## STANDING OF THE AGENCIES FOR AUGUST.

- |                      |                        |
|----------------------|------------------------|
| 1. Halifax, N.S.     | 13. Belleville, Ont.   |
| 2. St. John, N.B.    | 14. Sudbury, Ont.      |
| 3. Vancouver, B.C.   | 15. Toronto "R."       |
| 4. Montreal, Que.    | 16. Toronto "B."       |
| 5. Central Ontario.  | Sault Ste. Marie, Ont. |
| 6. London, Ont.      | Hamilton, Ont.         |
| 7. Head Office.      | Gravenhurst, Ont.      |
| Toronto "L."         | Collingwood, Ont.      |
| 8. Winnipeg, Man.    | 17. Brandon, Man.      |
| 9. Ottawa, Ont.      | Calgary, N.W.T.        |
| 10. Brockville, Ont. | Toronto "H."           |
| 11. Toronto "K."     | 18. Durham, Ont.       |
| 12. Kingston.        |                        |

## LOCAL ADVERTISING.

We append a clipping taken from the *Leamington News*, which Captain Ed. Winter, our representative there, advises us was inserted without solicitation.

**GOOD INVESTMENT.**—About a year ago, Captain Ed. Winter, agent for Imperial Life, insured for \$1,000 a young man named Alfred Gendron at Comber. He was the only support of his mother, an aged person. Gendron died a week ago Sunday of typhoid, and last Monday Mr. Winter went to Comber and handed Mrs. Gendron \$1,022.20, being the amount of the policy and profits. Life insurance agents are sometimes looked on as a nuisance. In this case Mr. Winter turned out to be a practical philanthropist, and his company are to be commended for their prompt payment. Well done, Imperial Life. We have known some American associations a little slow in paying death claims.

Imperial representatives should embrace every opportunity to have their Company brought to the attention of the public by means of reading notices, locals, &c. Have you tried it?

Mr. W. A. McCallum, our newly appointed District Agent at Port Arthur, is trying it, with what result we shall be glad to hear.

### RESERVES.

On page XCIII. of the 1900 Government Report on Life Insurance it is shown that the Imperial Life is the only company which has the whole of its business upon a  $3\frac{1}{2}$  per cent. reserve basis and at the same time has no impairment of its capital.

The question has frequently been asked what is the difference between a  $3\frac{1}{2}$  per cent. reserve and a 4 per cent. reserve, and between a  $3\frac{1}{2}$  per cent. reserve and a  $4\frac{1}{2}$  per cent. reserve. Take the case of 5 policies all issued at age 25, on the whole life plan for \$10,000 each, and assume that the first has been one year in force, the second has been three years in force, the third has been five years in force, the fourth has been seven years in force, and the fifth ten years in force.

The reserves according to the two standards would be :

		$3\frac{1}{2}\%$	4%	Difference	% of 4% reserve
1st	1 year in force.....	\$ 91.70	\$ 82.80	\$ 8.90	10.8
2nd	3 " " .....	283.50	256.80	26.70	10.4
3rd	5 " " .....	481.90	437.60	44.30	10.1
4th	7 " " .....	687.50	626.00	61.50	9.8
5th	10 " " .....	1,016.80	930.30	86.50	9.3
Total .....		\$2,561.40	\$2,333.50	\$227.90	9.7

Thus it will be seen that a  $3\frac{1}{2}$  per cent. reserve on the average is 9.7 per cent. more conservative a reserve than a 4 per cent. reserve ; in other words, a company reserving on a  $3\frac{1}{2}$  per cent. standard is putting aside to the credit of its policies a considerably larger proportion of each annual premium it receives than is a company which is reserving on only a 4 per cent. standard.

Take again the case of the same five policies and compare the reserves under them on a  $3\frac{1}{2}$  per cent. standard and a  $4\frac{1}{2}$  per cent. standard.

		$3\frac{1}{2}\%$	$4\frac{1}{2}\%$	Difference	% of $4\frac{1}{2}\%$ reserve
1st	1 year in force.....	\$ 91.70	\$ 74.80	\$ 16.90	22.6
2nd	3 " " .....	283.50	233.00	50.50	21.7
3rd	5 " " .....	481.90	398.10	83.80	21.5
4th	7 " " .....	687.50	570.80	116.70	20.4
5th	10 " " .....	1,016.80	851.90	164.90	19.4
Total ... ..		\$2,561.40	\$2,128.60	432.80	20.3

It will be observed that the Company maintaining the  $3\frac{1}{2}$  per cent. reserve on these policies places to the credit of policy reserves a greater sum on the average by 20.3 per cent. than the company maintaining only a  $4\frac{1}{2}$  per cent. reserve.

These figures will serve to illustrate the difference between the reserve standards commonly used in Canada. Although all companies have to maintain reserves on their *new business since January, 1900*, on a  $3\frac{1}{2}$  per cent. standard, nearly all the companies are still reserving their old business, which forms the greater proportion of the whole, on a 4 per cent. or  $4\frac{1}{2}$  per cent. basis. While the difference between a  $3\frac{1}{2}$  per cent. and a 4 per cent. reserve on the policies referred to is 9.7 per cent. of the 4 per cent. reserve ; and the difference in respect of the same policy between a  $3\frac{1}{2}$  per cent. reserve and a  $4\frac{1}{2}$  per cent. reserve is 20.3 per cent. of the  $4\frac{1}{2}$  per cent. reserve, yet in some other classes of policies the difference is not so great. Speaking however, generally, it may be stated that on the average to find what a 4 per cent. valuation would amount to if placed on a  $3\frac{1}{2}$  per cent. basis, it would be necessary to add to the 4 per cent. valuation 7 per cent. ; thus if the reserves of a company amounted to say \$5,000,000, and they were on a 4 per cent. basis, it would be necessary to add 7 per cent. of the amount or \$350,000 to bring these reserves up to a  $3\frac{1}{2}$  per cent. standard. Again, if the same company's reserves were on a  $4\frac{1}{2}$  per cent. standard, it would take 14 per cent. of the \$5,000,000 or \$700,000 to place the reserves on a  $3\frac{1}{2}$  per cent. standard. It will therefore be observed that changing from a 4 per cent. or  $4\frac{1}{2}$  per cent. standard of reserves to a  $3\frac{1}{2}$  per cent. standard requires a considerable amount of money, and the question arises, where is this to come from ? There is only one fund, and that is the surplus fund, or the fund from which profits are paid to policy-holders, and as every company by virtue of the recent amendment to the Insurance Act, is compelled to place the whole of its business upon a  $3\frac{1}{2}$  per cent. basis during the next few years, it must be apparent to all that those companies whose reserves are upon a  $4\frac{1}{2}$  per cent. or 4 per cent. basis cannot expect to do so well for policy-holders by way of profits as can those companies who have already successfully placed all their business upon a  $3\frac{1}{2}$  per cent. basis. In the case of several of our old companies, it will be found that if they were to place the whole of their business to-day upon a  $3\frac{1}{2}$  per cent. reserve standard, they would not have a dollar of surplus or a dollar of profits to pay policy-holders.

These statements are not made with a view of disparaging our competitors, but simply to show the unique position the Imperial is in, both in regard to security to policy-holders—for the greater the reserve fund the greater is policy-holders' security—and also in regard to ability in the future to accumulate surplus, seeing that the Imperial's reserves are all on a  $3\frac{1}{2}$  per cent. standard, and that it has no need to draw upon surplus funds as have those companies whose reserves are on only a 4 per cent. or  $4\frac{1}{2}$  per cent. standard.

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### INTEREST.

The *Insurance and Finance Chronicle*, Montreal, September 13th, 1901, contains a table giving the rate of interest earned in 1900 by the life insurance companies in Canada.

The average rate earned by

British Companies .....	4.03 per cent.
United States Companies .....	4.31 " "
Canadian Companies .....	4.56 " "
THE IMPERIAL LIFE.....	4.57 " "

No less than 15 of the life insurance companies reported, earned a lower interest rate than did the Imperial Life.



One of the main elements in surplus earnings is the interest earned on the reserve fund over and above that which it is supposed to earn. Take the case of two companies earning  $4\frac{1}{2}$  per cent. on their funds, one company (A) maintaining its reserves on a  $3\frac{1}{2}$  basis and the other company (B) maintaining its reserves on a  $4\frac{1}{2}$  per cent. basis, and assume that the reserve fund of each company amounts to \$5,000,000. Company A, being on a  $3\frac{1}{2}$  per cent. standard, has to have its reserve invested to yield at least  $3\frac{1}{2}$  per cent, but the fact is that it has its reserve invested to yield  $4\frac{1}{2}$  per cent., or 1 per cent. more than the calculated rate. The extra 1 per cent., or \$50,000, is profit, and is one of the elements which go to make surplus. Company B on the other hand, having its reserves on a  $4\frac{1}{2}$  per cent. standard, has to have them invested to yield *at least*  $4\frac{1}{2}$  per cent., which is just exactly the rate earned by it on its investments, and consequently all the interest earnings of the company are required to maintain the reserve fund. From the foregoing it will be seen that the greater the difference between the rate of interest earned and the interest rate at which the reserves are calculated, the greater will be the margin of interest earnings available for surplus to policy-holders, and a company maintaining a reserve upon a  $3\frac{1}{2}$  per cent. standard, compared with a company earning the same average rate of interest on its invested funds but which maintains its reserves on a 4 per cent. or  $4\frac{1}{2}$  per cent. standard, is in a vastly superior position to earn profits for policy-holders.

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## MANUALS.

It will greatly oblige if those agents who have received manuals but not returned a receipt for same, will do so at their earliest convenience. We will also be obliged if they will return to us all old manuals in their possession, as the values contained therein are obsolete. Prompt attention to these matters will greatly facilitate the Head Office work in this connection, and do away with the necessity of a personal request being made.

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## TERMINATIONS, &c.

On page XVII of the last Government Report on Insurance will be found a table setting forth the terminations per each \$1,000 of current risk. It is believed that the business of Canadian life insurance companies in Canada is better selected from an agent's and medical examiner's standpoint than the business secured here by United States companies, and this is borne out by the following figures, which show for each \$1,000,000 at risk, the insurances terminated naturally, that is, by death, maturity or expiry for the years 1896 to 1900.

Year	Canadian Companies	British Companies	United States Companies
1896 .....	\$13,160	\$23,850	\$26,970
1897 .....	14,970	19,730	28,140
1898 .....	13,470	21,440	26,030
1899 .....	13,740	21,760	28,090
1900 .....	13,800	23,460	25,690

It will be observed that the United States companies experienced almost twice as heavy a termination rate as did the Canadian companies. It may be stated by some that this is mainly due to the large number of Endowment policies maturing and term risks expiring, but on investigation it has been found that the Canadian death rate of the United States companies is materially higher than that of purely Canadian companies. For example, last year, 1900, the death rate of Canadian companies was 8.72 per 1,000, while that of United States companies in Canada was 11.47 per 1,000, or 32 per cent. greater.

Inasmuch as a favorable mortality materially aids the surplus earnings of a life insurance company, it will be at once evident that our Canadian companies are in a superior position to do better for their policy-holders in this connection than are United States companies.

Again, take the policies terminated by surrender and lapse. The Government Report of 1900, page XVII., gives the amount terminated thus for each \$1,000 of insurance at risk, and increasing these figures to determine the amount for each \$1,000,000 at risk we have :

Year	Canadian Companies	United States Companies
1896.....	\$74,530	\$107,520
1897.....	70,460	99,100
1898.....	63,580	81,140
1899.....	64,940	88,430
1900.....	59,290	96,200

It will be observed that in 1900 the United States companies experienced a lapse and surrender rate 60 per cent. greater than that of the Canadian companies.

The conclusions to be drawn from these figures are :

1. That Canadians generally appreciate the policies held by them in their own native companies more thoroughly than they do those held by them in United States companies.

2. That the business generally as secured by Canadian companies is more permanent than, and of a superior character to that obtained by United States companies.

## ASSESSMENT LIFE INSURANCE IN 1900.

On page XXV. of the 1900 Government Report of Insurance there appears the following statement :

“The business of life insurance upon the assessment plan has been transacted by five companies . . . . The total amount of policies taken in Canada during the year 1900 was \$12,909,800 . . . . and the net amount in force at the end of the year was \$128,034,000, which is less than the amount in force at the end of 1899 by \$1,771,877.”

On page CVI. of the same report we find that these five institutions spent \$585,276.34 in general expenses during the year 1900. This is a most astounding showing, and is abundant evidence that assessment insurance in Canada is rapidly passing away—\$585,276.00 expended—no gain made, but a loss in business of \$1,771,877.

Perhaps the one great regret is that those who have been insured, and are now insured in these societies will not, on account of impaired health and old age, be able to secure life insurance in a substantial company. Those who are in good health, and have not become too old, should not hesitate to make the break.

## AGENTS' PHOTOGRAPH.

The photograph taken of the agents who attended the Convention is now ready. It has turned out extremely satisfactory, and every Imperial representative should have a copy in his possession. We have arranged with the photographer to supply our agents at the rate of \$1.15 per copy, and if those desiring one will forward a remittance to the Secretary, the matter will have immediate attention.

## A NEW PAMPHLET.

The Company is issuing a new pamphlet entitled "A Few Facts," which points out concisely the main reasons of the Imperial's unparalleled success, and sets forth some facts which are of interest to every intending insurer. The unique position occupied by the Imperial is forcibly shown, and every Imperialite should have a supply of the circular for distribution. Your District Manager or the Head Office will be pleased to forward you a supply upon request.

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**\$500,000 FOR OCTOBER.**

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**CONFIDENTIAL**

Vol. 2. TORONTO, OCT. 1st, 1901. No. 13.

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

## NOTES.

MR. W. J. MURRAY has finally come out on top and heads the Provincial and District Managers for August. Mr. Murray has only been with the Imperial for a short time, and he is to be congratulated upon his success.

NOVA SCOTIA AGENCY seems to have "cornered" the Honor Roll. Six places out of fifteen is pretty good for Manager Fair.

MR. R. W. DAY, of Nelson, did a splendid business during August and has rightly earned first place. His favorite amount for an application is \$10,000, and he secures quite a few of them too.

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**LAST QUARTER OF 1901, \$1,500,000.**

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# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 2      Published by The Imperial Life Assurance Company of Canada, Toronto.      No. 14

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### THE OUTLOOK.

We are within close sight of December 31st—the final day of reckoning for the year 1901—and naturally therefore we begin to estimate what the results of the first year of the new century shall be.

We aimed high, viz., \$4,000,000, and the great question now is, shall we attain thereto. The first eight months of the year yielded us magnificent business—each month showing a substantial increase over the corresponding month of 1900. The last two months' operations, for some unaccountable cause, have not been as satisfactory as we would have desired; the new business, regrettably to say, in both months falling behind that for September and October, 1900. The net result therefore for 1901, at this writing, is a slight increase over the total business written up to the close of October, 1900. The increase is so slight that we hesitate to say whether it justifies the hope of our being able to reach the coveted \$4,000,000. Much, however, depends upon November and December results—and so long as we have a chance, let us not despair, but go into the race with the determination to do our very best.

Let us briefly consider the conditions which we find at hand, and from them endeavor to ascertain if there is any reason why November and December should not yield The Imperial the largest volume of new business which any two months have yet secured to us.

1. In no period of the history of Canada has general prosperity abounded as at the present time.

2. There are more important works under way, more men employed, and higher wages paid now than there ever were before.

3. The harvest has uniformly been abundant, and prices of grain, cattle and other farm products are ruling as high as farmers could possibly expect.

4. Our imports, and especially our exports are increasing to such an extent as to indicate that our country is destined to be famous, not only for its grain and cattle products, but also as one of the greatest trading countries of the world.

5. There is a confidence in our banks, loaning and other financial institutions, as well as in the general finance of the Dominion, which is perhaps unparalleled.

6. Labor and capital are working together in peace and harmony—there are no labor troubles, no strikes, and the workingman is getting in his salary a fair share of the profits of the business which he is helping to make successful; while the proprietors are conducting profitable and increasing enterprises.

In a word, everything is favorable in every section of our broad Dominion for a magnificent two months' campaign, and when this is the case, and Imperial representatives have the best life insurance company to represent, and have had placed in their hands the very best tools which it is possible to produce, is there any reason why success should not be ours?

No reason can be given why it should not be, and we know at the Head Office that it shall be ours. All we ask is that each Imperialite co-operate with us, day in and day out until 31st of December—letting no obstacle block his efforts, but giving to our work his very best efforts, his very best thoughts.

## A COMPARISON.

How many men there are who reject the small things because they feel that only the large are sufficient for their needs; who shrug their shoulders when urged to take a \$1,000 policy of insurance, because even \$20,000 would hardly be sufficient, and they can't afford that. There are many such, but there are more who prefer to wait awhile; who don't want to be bothered by taking out a dribblet every little while, but will wait until they can do the whole thing up at once.

Sometimes these men die before they are in a position to carry out their plans. More often they find when they are in a position to carry them out that physical conditions have made it impossible. And always the man who lives and insures pays the price of delay by larger premiums or less insurance.

There were once two men—one who believed in building up his insurance little by little, as he could afford to pay for it; the other determined to wait until he could buy all he needed in a single policy.

The first took

\$2,500	at age 25;	cost per year	-	-	-	-	\$53.25
2,500	" 30;	" "	-	-	-	-	60.65
2,500	" 35;	" "	-	-	-	-	69.90
2,500	" 40;	" "	-	-	-	-	81.50
Total \$10,000		" "	-	-	-	-	\$265.30

The second took \$10,000 at age 40; cost \$326.00 per year.

The first man has been insured for 15 years in a constantly increasing insurance. He escaped the risk the second man ran of being rejected as an uninsurable risk. His policies at age 40 have large loan, cash and paid-up values, and his yearly premium from age 40 will be \$60.70 less than the second man—sufficient to purchase over \$1,860 of additional insurance.

## USING THE NAMES OF PATRONS.

In everything of this sort which is intended to influence the prospect by stating to him what other persons have done, it must be remembered that nobody likes to stand in the position of doing a thing just because others have done it before him. We are all following the bell-wether, but none of us like to confess it, even to ourselves.

The agent should study ways of presenting the names of his patrons or the names of men who are insured in his company. *It will be greatly to his advantage if he can memorize and quote something which these men have said about the company or as to what influenced them to insure.* Such verbal quotations will be found, ordinarily, to be better even than signed letters of commendation, and certainly far better than a mere printed or copied list of names.

## WALTER E. H. MASSEY.

Just as this issue goes to press, Mr. Massey's death is announced. The following reference to Mr. Massey, as contained in the *Toronto World*, gives briefly some idea of his character.

### A MODEL LIFE.

"Walter Massey was a young man of useful life. He was boyish in appearance and way ; simple in attitude ; inspired with a high sense of duty owed to those about him. He was working at something all the time, and with a good end always in view. Only thirty-seven years of age he had spent at least twelve of them in a strenuous effort to discharge the many duties he conceived went with the privileges which his wealth, his position, his business, gave him. He was of the rare and useful lot who find the wages that make the wheels go round. But besides this he was an earnest Christian, a philanthropist, a worker for the public good, a grower of two blades where only one was wont to spring. He desired to see our farmers better farmers ; he strove to improve the public health ; he lent a ready hand in many business propositions. If he had a large income he spent it all in a public way rather than in any personal direction. He wished to have all the concerns with which he was identified model concerns, and to have his life a model life. This latter was his supreme motive and this he achieved. He lived a model life, and all his fellow citizens will accord him that chiefest honor."

Mr. Massey was a firm believer in life insurance. The amount he carried ran into the hundred thousands. He selected The Imperial as a company in which to insure his life to the extent of \$25,000. Of course a considerable part of this was re-insured and the Imperial's net loss will only be between \$8,000 and \$9,000.

Mr. Massey's brother, Mr. Chester D. Massey, treasurer of The Massey-Harris Company, is an honored Director of The Imperial Life.

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### 25 PAYMENT LIFE—DIVIDEND PERIOD 20 YEARS.

The above form of policy has not often been written, but is bound to be popular in future. It has the following amongst other features to commend it.

1. Premiums are comparatively low, running from \$24.45 per \$1000 at age 20, to \$33.85 at age 36. It is mid-way between the 20 Payment Life premium and the Whole Life premium.

2. The guarantee at the end of 20 years runs from \$379.00 at age 20 to \$505.00 at age 36.

3. The paid-up surrender values are proportional to the number of premiums paid. Thus, after 3 years, the paid-up policy equals 3-25 or \$120.00 ; after 5 years the paid-up policy equals 5-25 or \$200, etc.

4. The "Total Cash Value" (partly estimated) at the end of 20 years runs from \$582.00 at age 20 to \$766.00 at age 36—in all cases a substantial increase over all premiums paid in, and 20 years insurance free.

5. The estimated paid-up policy purchased by the "Total Cash Value" at end of 20 years, runs from \$1,220.00 at age 20 to \$1,211.00 at age 36. This, if realized, not only makes the policy paid-up after 20 years, but paid-up for an increase of over 20 per cent. over and above the original face value—notwithstanding that only a 25 Payment Life premium has been paid.

For persons between the age of 20 and 36, this is a most admirable form of contract ; and will be a seller if taken hold of in a strong and aggressive manner by Imperial Life agents.



## LOCAL ADVERTISING.

We have received a very interesting communication from Mr. W. A. McCallum, District Agent at Port Arthur, from which the following extract is taken :—

"In reference to that mode of advertising it is too soon for me to speak of any results in the Imperial, yet when representing another company I found this to be profitable advertising. While I do not expect unsolicited applications as a result, yet, on one occasion, a \$3,000 application with a \$140 cash premium came to me in that way. This was an exceptional case. I have been benefited in various other ways, some of which are as follows :—

"1. Enquiries have been made as to rates and plans from the most unexpected persons. Could any agent ask more ?

"2. Business secured in that way is the kind that is not allowed to lapse if it can be avoided.

"3. It has sometimes kept rival agents from closing business until the prospective applicants have interviewed me, and our examining physician usually did the rest.

"4. It helps to preclude the remark so often made, and so humiliating to an agent, 'I never heard of the \_\_\_\_\_ Co.'

"5. By seeing the Company's name appear frequently in print (by a judicious and careful wording of the notices), a confidence is established in the minds of the general public in the stability and up-to-dateness of the Company, which personal canvass often fails to do. This makes business easier closed.

"6. On one occasion when an inspector of a rival company was doing some very vigorous canvassing with the general agent here, I thought it advisable to use a little extra printer's ink, with the result that, in a short time, the said inspector finally lost his temper altogether, and admitted to a prospective applicant that he felt sure that my locals in the paper had prevented him closing a lot of business. It is sometimes good work to even prevent the other fellow getting it, if it is honestly done."

Every insurance representative who has tried local advertising will endorse Mr. McCallum's remarks. It is money well spent, and during November and December we hope that Imperial Life agents will utilize the printer's ink frequently and effectually.

The Company is running through the Toronto daily papers some first-class reading notices, which might well be reproduced with the addition of the agent's name thereto.

## HONOR ROLL FOR SEPTEMBER.

### PROVINCIAL AND DISTRICT MANAGERS :

1. Geo. R. Hamilton, London, Ont.
2. W. J. Murray, Toronto, Ont.
3. A. McN. Shaw, St. John, N.B.
4. Dr. D. Lowrey, Toronto, Ont.
5. J. S. Wallace, Winnipeg, Manitoba.

### DISTRICT AND SPECIAL AGENTS :

1. John Cawley, Brockville, Ont.
2. J. H. Macabe, Hamilton, Ont.
3. F. G. Hearne, Toronto, Ont.
4. J. F. Driscoll, St. John, N.B.
5. H. T. Northgrave, Arthur, Ont.

### LOCAL AGENTS :

1. R. W. Day, Nelson, B.C.
2. A. S. Hood, Truro, N.S.
3. J. B. Vantour, Campbellton, N.B.
4. J. F. Hewitson, Port Arthur, Ont.

## STANDING OF THE AGENCIES FOR SEPTEMBER.

- |                     |                        |
|---------------------|------------------------|
| 1. London, Ont.     | 10. Hamilton, Ont.     |
| 2. Montreal, Que.   | Toronto "H."           |
| 3. St. John, N.B.   | 11. Arthur, Ont.       |
| 4. Vancouver, B.C.  | 12. Toronto "K."       |
| 5. Halifax, N.S.    | 13. Toronto "B."       |
| 6. Head Office.     | 14. Kingston, Ont.     |
| 7. Central Ontario  | Brantford, Ont.        |
| Toronto "L."        | 15. Durham, Ont.       |
| 8. Brockville, Ont. | 16. Collingwood, Ont.  |
| Winnipeg, Man.      | Sault Ste. Marie, Ont. |
| 9. Ottawa, Ont.     | Sudbury, Ont.          |
| Port Arthur, Ont.   |                        |

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## KEEP LOOKIN' STRAIGHT AHEAD.

There's a misty sort of pleasure  
In a quiet backward glance  
To the half-forgotten sorrows  
Of the seasons that are sped,  
But the world's a-movin' forward,  
And your solitary chance  
To acquire the things you're after  
Is in lookin' straight ahead.

Don't give up to sombre dreamin'  
While the years are flyin' fast ;  
Better far by stern ambition  
To be tyrannously led  
Than to sit a-holdin' inquests  
On the failures of the past ;  
Keep a-plannin', then, and diggin'  
And a-lookin' straight ahead.

Half the melancholy persons  
Who are sighin' by the way  
Would be findin' life a pleasure  
And a benefit instead,  
*If they'd give their whole attention  
To the work in hand to-day—  
Just a-diggin' and a-plannin'  
And a-lookin' straight ahead.*

—*Philadelphia Home Advocate.*

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## AGENT'S REPORT.

It has been decided to discontinue the use of the Agent's Report (Form 3). This report is merely an extension of the declaration which the agent makes when signing the application. Whenever an agent has any particular facts to set forth in connection with an application, let it be embodied in form 144, or in a separate communication.

## EXPENSES IN LIFE INSURANCE.

Attention has recently been directed to most unfair comparisons made by agents of rival institutions in respect of the Company's expense rate. A favorite, but exceedingly unfair method is to compare the *total expenses* with the *total premium income*. This is unfair and quite meaningless, inasmuch as an old company's premium income is made up chiefly of renewal premiums, in respect of which there is either no renewal commission payable or but a comparatively low percentage.

Bourne's Insurance Directory, 1900 and 1901, has the following adapted illustration.

"It is very important in judging of the expenses of an office to distinguish between the greater cost per cent. of New Business and the smaller cost per cent. of Renewals. This may be seen by an analogy.

"If A give a cheque for \$28 and obtain 20 gold dollars and 80 10 cent pieces, he pays 28 cents for each one of his 100 coins; while if B gives a cheque for \$19 and obtain 10 gold dollars and 90 10 cent pieces, he gets 100 coins at an average cost of 19 cents; but it would not be a fair comparison to say that A paid a higher price for his coin than B. Now the expense ratio calculated on the Total Premiums is useful in many ways, but it is precisely equivalent to reckoning the average cost of the 100 coins of A and B without noticing whether they were gold dollars or 10 cent pieces.

"It is then necessary to sort the coins to obtain the appropriate expense ratios on Renewals and New Premiums."

A well recognized and partly reliable method is, that whereby, after allowing expenses up to 10 per cent. to cover the Head Office and Agency charges for treating and collecting with the renewal premiums, the whole of the balance of the expense account is made a charge upon the first year's premiums.

We find that taking the twelve representative Canadian companies, only four obtained their new business at a lower cost than did the Imperial Life—and that the cost to the other eight companies, some of which are 20 and 30 years old, and should be able to have a lower expense rate than a company of the age of the Imperial, was much in excess of the cost to the Imperial.

The aim of the management is to excel in the proper and economical conduct of the Company's business in order that policy-holders' interests may be best served.

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## KNOW WHAT YOU WANT AND GO STRAIGHT AFTER IT.

An agent should be built on the rifle plan, and not on the old-fashioned "spreading" shot-gun plan.

*Directness is the most valuable element in all work.*

The trouble with a large number of men in this world of ours is that they never really know what they want, and consequently never do any actually hard, earnest, persistent work, toward a definite end.

In no business in this indecision more certainly fatal than in soliciting insurance. *The agent who is all the time uncertain as to whether he wishes to continue in the business or not, has already written "failure" for his goal.*

So it is also in the soliciting itself. *Know what you want.* Let there be no doubt in your own mind that you want this man to insure here and now, and that you will be content with nothing less than that.

Do not be easily satisfied or mollified. *Strive and energize for what you know you want.* All men respect the man who is direct and determined.

Of course this directness does not imply that you should say in so many words that you are after the commission. That will be understood. But you may say that you are after the business. That will not be misunderstood.



## MORE "CHAINS!"

(From the Equitable News.)

"Noticing that recent numbers of the News contain several interesting accounts of chains of policies, I send one of my experiences, although I do not expect to take the cake, being merely a Crum.

"In 1890 I wrote a policy for \$5,000 on the life of Mr. Abraham Boehm, of New York city. This policy was the first one I ever wrote for the Society. Mr. Boehm noticed my greenness and said, 'I see you are a beginner.' When I left home to shift for myself my father said, 'Abe, all I can give you as a starter is this motto, 'A bashful pig never grows fat! Remember it.'

"In my turn I remembered the motto, and applied it to Mr. Boehm's family, but nothing resulted until 1895, when I placed another policy for a similar amount on his life, and again in 1896 he took out \$7,000 more. In the same year his son took a policy for \$5,000. In 1898 his nephews took out three policies, two for \$5,000 and one for \$2,500, and his business partner took out a policy for \$10,000.

"In 1899 I wrote his brother for \$5,000, and in 1900 wrote another brother for the same amount. This year, 1901, I have placed two more policies for \$5,000 each on Mr. Boehm's own life.

"As you will notice, it has taken over ten years to place all these policies, but I think it shows that where business is properly written other results are very likely to come, and it seems to illustrate very clearly the value of having a clientele who believe in you."

G. L. CRUM.

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## PREMIUM NOTES.

We are anxious that our Cash Premium Income for 1901 shall compare favorably with that of other years. On this account we would ask that all notes for premiums be taken so as to mature about December 20th, so that the premium may be reported in cash to the Head Office before the end of the year. If each representative will keep this in mind, he will materially help our 1901 Cash Premium Record.

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## TIME IS MONEY.

It would seem that nobody in all the world ought better to know or more constantly to act upon the proposition that time is money, than the life insurance agent, for he is continually seeking to get men to protect a value which consists of "after-lifetime." He is insuring "time" and expressing its value in dollars, and ought to have the lesson brought home to him by his own arguments that to waste time is to waste money.

Still among life insurance solicitors there are, at least, as many time-wasters as in other professions or occupations; and some competent judges estimate that the proportion of time wasted by them is larger than in most occupations.

What is the reason of this? For, of course, it has a cause.

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MR. GEO. R. HAMILTON has secured the coveted position of leader of the Provincial and District Managers. His agency also leads for the month. A large amount of Mr. Hamilton's time is taken up with organizing his agency, and the fact that he holds these two first places speaks volumes for his perseverance.

MR. R. W. DAY again heads the locals, and it looks as if they would have pretty hard work in ousting him from that position. Mr. Day knows where the business is and how to get it.

MESSRS. W. J. MURRAY and JOHN CAWLEY are two steady workers. Their names have appeared on the Honor Roll every month.

MESSRS. HEARNE, HOOD and HEWITSON make their first appearance on the Roll this month. Messrs. Hearne and Hewitson are two recent additions to our field staff, and are making a decided success of their work.

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Measure yourself with your equals, and learn from frequent competition the place which nature has allotted to you ; make of it no mean battle, but strive hard.—*Sydney Smith.*

CONFIDENTIAL

Vol. 2. TORONTO, NOV. 1st, 1901. No. 14.

THE IMPERIAL  
LIFE

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

Discontent is the want of self-reliance; it is the infirmity of will.—*Emerson.*


There is no place in this century for the lazy man. He will be pushed to the wall.—*Success.*

The wide-awake, up-to-date business-getter plans with boldness, acts upon his plans with energy and dispatch, and does not let anything shake his confidence in the possibility of doing what he has determined to accomplish.

A life without a purpose is a languid, drifting thing. Every day we ought to renew our purpose, saying to ourselves: "This day let us make a good sound beginning, for what we have hitherto done is naught."—*Thomas A. Kempis.*

When a prospective applicant does not seem to be impressed with the reasons you give him for taking out insurance, it is sometimes a good plan to get him to give you his so-called reasons for not insuring. Nine times out of ten you will be able to show him that what he thought was a reason for not insuring is but an added reason why he should carry insurance.

# THE IMPERIAL LIFE



## AGENTS' NEWS

Vol. 2 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 15

### THE FINAL EFFORT.

*A long pull, a strong pull, and a pull altogether, and our aim will be accomplished.*

The passing of November brings forcibly before us the fact that we only have 31 days left in which to "round up" our prospects for 1901. We are entering on the last month of 1901, closing our business for the first year of the new century.

The December canvass depends, in a very large degree, on the work of the previous eleven months. It is the culminating point of our efforts, and our December success will be measured by our representation of the Imperial during the past year.

Let us consider what the outlook is for the closing month of 1901 to be unqualified success. Each representative will have a long list of prospects that he has been carefully educating for the Imperial during the past eleven months; in his memo book he will have a large number of promises "to consider the matter before the end of the year;" and in his mind's eye he will have many people who, although not yet approached, should be open for negotiations.

Now let us examine what we have to present to these people. We have a Company that makes policy holders' security the paramount consideration, and that offers unexcelled security to prospective applicants; we have a most complete set of plans of insurance, amongst which will be found policies to suit people in every position in life; the Imperial's policy contract is one of the most liberal issued consistent with safety and equity, and to cap all this, its record—the greatest guarantee of the future—has been unequalled in Canadian life insurance.

In the face of the above, is there any reason why each Imperial representative should not be able to "roll in" the applications during December? All that it needs is hard, persevering work; but we know from past experience that every member of our agency staff is a worker. We ask, therefore, that you throw yourself right into the campaign, working night and day, bringing to bear all your energies, and giving to your prospective applicants such an intelligent presentation of the Imperial Life and its policies, that success cannot fail to crown your efforts.

### NOT THE IMPERIAL LIFE.

Recently, in the daily press, there appeared a notice of the amalgamation of The Imperial Life Insurance Company, of London, England, with some other British Life Insurance Company. The similarity in the name, and the fact that the newspapers did not explicitly state that all the Companies involved were of English origin, has occasioned a few enquiries from the uninformed as to whether it was The Imperial Life of Canada.

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**The last opportunity for 1901.**

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## A PROMISING OUTLOOK.

The letters received in reply to our 2nd Vice-President's communication of November 6th last, show that our representatives in nearly every part of the Dominion take a most optimistic view of the result of our November and December business. We append a few extracts from letters received :—

"I will do my very best to comply with your request. I have \$4,000 of the amount in hand that you will receive at the Head Office in a few days. I would be pleased if I could send you the whole amount this month, and will work to that end."—*J. L. Mowat, St. Thomas, Ont.*

"I have your letter of November 6th, and hasten to reply. There can be no possible reason why the million mark cannot be reached for November and December, and as for my share you can put me down for \$25,000 for those two months. This is \$10,000 more than you ask for, and if every man along the line does equally, more than your forecast will be realized."—*H. R. Gray, Montreal, Que.*

"Your favor to hand, and in reply would say that I will do what I can to secure all the business possible during November and December."—*D. F. McKinley, Ridgetown, Ont.*

"Present indications would, I think, justify me in saying that I will be able to send you this amount before the close of the year. It may be that I will not be able to close the half this month, but I think I can count on the whole by the end of December."—*C. T. Sutherland, Meaford, Ont.*

"My attention has been given largely to land business, but I am responding to your call, and will do all I can during November and December."—*D. Honeywell, Carman, Man.*

"I have just written Mr. Wallace, promising him \$10,000 in November and December. \$4,000 of this is already secured. Mr. Wallace intends spending a few days with me this week and I believe we can secure the balance of the \$10,000 this month."—*H. V. Fieldhouse, Neepawa, Man.*

"I think you can safely count on us producing the \$60,000 for November and December."—*George R. Hamilton, London, Ont.*

"I feel by no means blue over the prospect of writing the amount you suggest in your letter (\$20,000). Already this month we have completed \$6,000 of first-class risks, with good prospects ahead for an equal amount during the balance of the month."—*A. S. Wickware, Smith's Falls, Ont.*

"You can depend upon my hearty co-operation in this movement, and I think you will not be disappointed in obtaining \$100,000 from this branch by the end of the year."—*J. S. Wallace, Winnipeg, Man.*

"I beg to say that I am doing my level best, and will give you all in my power."—*J. Cawley, Brockville, Ont.*

"I expect to be able to send you above \$20,000 for the months of November and December."—*J. L. Mancini, Montreal, Que.*

"I have enough prospects to accomplish what you ask myself, and will do my best until December 31st."—*J. B. Cooke, Kingston, Ont.*

"I have some very good prospects, and expect to put up some good business."  
—A. McN. Shaw, St. John, N. B.

"I will be able to send you at least \$10,000 this month."—D. F. Fisher, Collingwood, Ont.

"The thing is to do the best we can, and 'with a long pull, and a strong pull, and a pull altogether,' get the desired amount before December 31st."—E. S. Miller, Montreal, Que.

"I feel safe in saying that the amount which you have set down for our agency, may be relied upon, and every possible effort will be put forth to get beyond that figure as far as possible."—J. W. W. Stewart, Vancouver, B. C.

"I have my coat off now, and it looks as though I shall also have to roll up my sleeves to come out ahead."—W. A. McCallum, Port Arthur, Ont.

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### "DO YOUR BEST."

The great majority of the men who fail in what they undertake do not fail because they lack ability but because they are not thorough, energetic and earnest enough to use the ability they possess. The man who does his very best is true to himself and widely useful to the world.

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### PLAIN HINTS.

The following remarks are taken from a pamphlet entitled, "Plain Hints," by Mr. C. W. Pickell:—

*Get Acquainted by Getting Introductions from a Mutual Friend,  
or the Medical Examiner.*

If no Examiner has yet been appointed, that should be attended to first of all. Examiners are appointed from the Head Office. Suggestions from the agent are, however, appropriate and welcome. Therefore, it will be in order for you to offer the names of two or three regular physicians of good standing in the community. If you do this, it is more than likely that a selection will be made from among the names offered by you. A good examiner, acquainted with the merits of the Company, and not afraid to mention them on proper occasions, will often be worth more to you than a local helper.

Don't use cards nor make your business known at the time of the introduction if you can help it.

Avoid talking about your business in a noisy, boisterous way before crowds.

Consult the examiner, pick out a few men and talk only with them.

You will waste your efforts if you go about handing your card to this one and that one, thinking to run across a prospect.

Don't try to get acquainted with everyone in town on your first visit there. It might pay you to postpone visiting a town never-before-canvassed, until you could get the right kind of an introduction to the right kind of an examiner, or an influential citizen of the place.

## **"LAY YOUR BRICK."**

Toronto's new Million Dollar Hotel is in course of erection just across from the Head Office, and the methodical way in which the army of men work together, night and day, is very noticeable.

But suppose some man failed to do his part of the work at the right time; suppose he "let up" for a short time, and a small part of his work was overlooked? He might consider it a very small matter, but it might be the means of bringing disaster to the structure.

There is a great lesson in this for Imperialites. "The amount we are aiming at" for 1901 is the building; you and we are the workers. If one representative or one officer fail to do his part—no matter how small a part it is—it may be the cause of our failure. In the same way that the architect is relying upon each worker to do his part in the new building, so does the Imperial Life rely upon you to "lay your brick" in our 1901 record. If no Imperial Life representative fail in the working out of the details, we will have the best, most substantial, and most gratifying record that we have ever been able to lay before our thousands of policy holders and your numerous prospective applicants, who cannot but be attracted and influenced by it. "*Lay Your Brick.*"

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A gentleman, who has been closely in touch with insurance for some years, in speaking recently of the future profit earning power of the Imperial Life said:—

*"The conditions are all favorable: it is as near a certainty as a probability can be."*

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## **ANOTHER ASSESSMENT FAILURE.**

"One more unfortunate" of the assessment class has collapsed this month. The "American Legion of Honor" has joined the majority, it has gone where policy-holders cease from troubling and the weary officers are at rest. In 1890 it had 62,574 members. From that date there has been a rapid decline, a sort of "galloping consumption" by lapses and absence of new members. At closing up its members numbered 8,618, the loss since 1890 having been 53,956. In ten years there were 69,200 lapses; these took all the new members numbering 37,700 and thousands of old ones. Members older than 50 years have had to pay \$24.00 per month on a \$5,000 policy, and are liable to be called on for double this sum.—*The Chronicle, Montreal.*

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"The world has neither time nor place for the grumbling worrying man, but it loves to listen to the cheerful, bright-faced winner." There is no man to whom this applies more directly than to the life insurance canvasser.

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## **MEDICAL FEES.**

Some of the Imperial representatives have been overlooking the fact that the fee for medical examinations, where the amount of insurance is under \$1,000, is \$2. The reason of this reduced fee will be apparent upon a moment's consideration.

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## **PROMINENT POLICY - HOLDERS.**

The following list contains the names of Canadians who have lately applied to The Imperial for policies of \$5,000 and over. This is a magnificent supplement to



our published list, and is conclusive evidence of the increasing regard in which the Company is held by the public :

John Jardine .....	Prop. Sign Works .....	Victoria, B. C. ....	\$10,000
A. Forrester .....	Chief of Police .....	Robson, B. C. ....	5,000
H. W. Burritt .....	Bank Clerk .....	Toronto, Ont. ....	5,000
G. F. Lanquedor .....	Broker .....	Outremont, Que. ....	8,000
David Morrison .....	Merchant .....	Toronto, Ont. ....	5,000
J. C. V. Beaudry .....	Merchant .....	Montreal, Que. ....	10,000
E. S. Miller .....	Prov. Mgr. Imperial Life .....	Montreal, Que. ....	5,000
Simon Metcalfe .....	Manufacturer .....	Hamilton, Ont. ....	5,000
David Spencer .....	Merchant .....	Victoria, B.C. ....	25,000
C. A. Henderson .....	Promoter .....	Paris, Ont. ....	5,000
Geo. M. Howard .....	Manufacturer .....	Sherbrooke, Que. ....	5,000
A. McN. Shaw .....	Prov. Mgr. Imperial Life .....	St. John, N.B. ....	5,000
Dr. Geo. Mussen .....	Physician .....	Chatham, Ont. ....	5,000
R. A. C. McNally .....	Manufacturer .....	Rossland, B.C. ....	10,000
William Pearson .....	Real Estate .....	Winnipeg, Man. ....	5,000
Geo. H. Watson .....	Barrister .....	Toronto, Ont. ....	10,000
John E. McCabe .....	Merchant .....	Notre Dame, du Laus, Que. ....	5,000
Edward D. Fraser .....	Broker .....	Toronto, Ont. ....	10,000
Vicomte d'Ivry .....	Gentleman .....	St. Agathe, des Monts, Que. ....	5,000
T. W. N. Hilliard .....	Mgr. Electric Co .....	Rossland, B. C. ....	20,000
Michael Dwyer .....	Merchant .....	Halifax, N.S. ....	5,000
J. L. R. Gorman .....	Salesman .....	Belleville, Ont. ....	5,000
William Dobie .....	Mgr. Chemical Works .....	Toronto, Ont. ....	5,000
Jas. Sinclair .....	Wholesale Grocer .....	St. John, N.B. ....	5,000
Jas. Gorman .....	Traveller .....	Belleville, Ont. ....	5,000
H. D. MacKenzie .....	Merchant .....	Halifax, N.S. ....	5,000
W. J. McWhinney .....	Barrister .....	Toronto, Ont. ....	5,000
J. A. Russell .....	Bank Manager .....	Windsor, N.S. ....	5,000
Dr. C. R. Murphy .....	Dentist .....	Windsor, N.S. ....	5,000
Rev. M. L. Gregg .....	Clergymen .....	Bath, N.B. ....	5,000
R. C. Barwell .....	Farmer .....	Katepwa, N.W.T. ....	5,000
Widmer Hawke .....	Manufacturer .....	Toronto, Ont. ....	10,000
F. G. Hearne .....	Special Agt. Imperial Life .....	Toronto, Ont. ....	5,000
T. W. Publicover .....	Liveryman .....	Sydney, C.B. ....	5,000
T. S. McPherson .....	Merchant .....	Nelson, B.C. ....	10,000
Thos. H. Wilson .....	Merchant .....	Nelson, B.C. ....	10,000
E. J. Cusack .....	Prop. Spa Springs .....	Spa Springs, N.S. ....	10,000
Mrs. E. A. Price .....	Lady .....	St. John, N.B. ....	5,000
D. A. Lochrie .....	Manufacturer .....	Toronto, Ont. ....	10,000
H. T. Northgrave .....	Dist. Agt. Imperial Life .....	Arthur, Ont. ....	5,000
W. F. Odell .....	Druggist .....	Truro, N.S. ....	5,000
A. E. Wallace .....	Manager Loan Co. ....	St. Thomas, Ont. ....	25,000
J. E. LaBadie .....	Broker .....	New York, N.Y. ....	5,000
S. H. Janes .....	Broker .....	Toronto, Ont. ....	10,000
Wm. McAdam .....	Photographer .....	Nelson, B.C. ....	10,000
Geo. M. Phillips .....	Accountant .....	Nelson, B.C. ....	10,000
Geo. S. Henry .....	Farmer .....	East Toronto, Ont. ....	5,000
J. O. McCarthy .....	Supt. Imperial Life .....	Toronto, Ont. ....	5,000
Henri Larin .....	Photographer .....	Montreal, Que. ....	5,000
M. T. A. LaBadie .....	Notary Public .....	Montreal, Que. ....	5,000
S. M. Johnson .....	Clerk .....	Nelson, B.C. ....	5,000
Dr. H. A. Bruce .....	Physician .....	Toronto, Ont. ....	10,000
Jas. T. Smith .....	Railway Conductor .....	Toronto, Ont. ....	5,000
L. F. A. Doring .....	Farmer .....	Clarence, N.S. ....	5,000
Dr. S. D. MacKenzie .....	Physician .....	Sarnia, Ont. ....	10,000
C. R. B. R. Brown .....	.....	Victoria, B.C. ....	5,000
Jas. Kendry .....	Manufacturer .....	Peterboro, Ont. ....	10,000
Dr. M. H. Haight .....	Physician .....	New Durham, Ont. ....	5,000
J. K. Moffat .....	Manufacturer .....	Weston, Ont. ....	5,000
E. S. Hassberger .....	Manufacturers' Agent .....	Truro, N.S. ....	10,000
Dr. A. S. Munro .....	Physician .....	Vancouver, B.C. ....	5,000
John H. Anderson .....	Financial Agent .....	Winnipeg, Man. ....	10,000
John Aird .....	Banker .....	Winnipeg, Man. ....	5,000
A. McT. Campbell .....	Insurance Manager .....	Winnipeg, Man. ....	10,000
H. H. Beck .....	Insurance Manager .....	Winnipeg, Man. ....	5,000

## HONOR ROLL FOR OCTOBER.

### A—PROVINCIAL AND DISTRICT MANAGERS :

1. Dr. D. Lowrey, Toronto, Ont.
2. W. J. Murray, Toronto, Ont.
3. J. W. W. Stewart, Vancouver, B.C.
4. H. M. Boddy, Ottawa, Ont.
5. A. McN. Shaw, St. John, N.B.

### B—DISTRICT AND SPECIAL AGENTS :

1. W. E. Kerr, Toronto, Ont.
2. J. L. Mancini, Montreal, Quebec.
3. H. T. Northgrave, Arthur, Ont.
4. A. S. Wickware, Smith's Falls, Ont.
5. J. H. Macabe, Toronto, Ont.

### C—LOCAL AGENTS :

1. N. R. Burrows, Bridgetown, N.S.
2. F. I. Davison, Windsor, N.S.
3. M. Birkett, Ottawa, Ont.
4. H. V. Fieldhouse, Neepawa, Man.
5. J. F. Hewitson, Port Arthur, Ont.

MR. J. T. PURDON, of Berwick, N.S., has turned up "trump" lately. He has closed about \$20,000 already this month and a recent letter from Mr. A. H. Fair, Provincial Manager, states that we may expect \$20,000 more before the end of November. Can any other representative beat this?

DR. LOWREY moves up to first place on Honor Roll "A" this month. The Doctor is a "hustler," and when he gets down to work, the business has to come.

MR. MURRAY again holds second place. He does good, steady work.

MESSRS. STEWART AND BODDY have ousted the holders of their respective positions last month. What about next month?

MR. KERR again leads the Districts and Specials after an absence from the Roll for some months. MR. MACABE is the only one of last month's list who again secured a place.

MR. NORTHGRAVE is a new Imperialite, but he evidently knows how to present the Imperial in his district.

MESSRS. BURROWS AND DAVISON, both of Halifax Agency, lead the Locals. MR. FIELDHOUSE makes his first appearance this month. We anticipate he will again be found there next month.

MR. J. S. WALLACE, of Winnipeg, Man., has been very successful lately—two tens and two fives in two weeks is pretty good work. Winnipeg's agency is going to give the others a good race for supremacy at the end of the year.

MR. J. F. HEWITSON, of Port Arthur, is again on the Honor Roll. He is a worker all the time and we expect great things of him before the end of the year.

## ESTIMATES vs. ACTUAL RESULTS.

An agent of a prominent United States company meeting an Imperial Life representative recently in competition, referred in very strong terms to the use of "Estimates" in canvassing. "Estimates" in his opinion were both alluring and dishonest, and he then proceeded to quote "Actual Results" of the last 20 or 30 years as a safer guide to the intending insurer.

We have no hesitation whatever in saying that the estimates now being used to illustrate policies by Imperial Life Representatives are a safer and much more reliable guide to the future, than past results. The estimates in use have been recently computed on a very conservative basis, in the light of present conditions. To be dishonest in canvassing is to make representations that the canvasser knows cannot be fulfilled. Past results in United States companies are the results of an interest earning from 1 to 3% higher than the rate now being realized together with an expense rate much lower than that required by them to obtain and retain business now. The influence of a lower interest earning power on surplus coupled with an increasing expense ratio is very clearly shown by the following "Actual Results" of four of the most prominent United States companies. Our desire is to prove our position rather than to disparage any one competitor, and we therefore refer to the companies as A, B, C, and D, (these are the companies referred to in the enclosed sheet).

### ACTUAL RESULTS.

Interest earned, Expense rate, and Surplus earned in 4 United States companies operating in Canada.

YEAR.	Co. "A."			Co. "B."			Co. "C."			Co. "D."		
	Rate of Interest Earned.	Expen. to each \$1,000 in Force	Surplus Earned per \$1,000 in Force	Rate of Interest Earned.	Expen. to each \$1,000 in Force	Surplus Earned per \$1,000 in Force	Rate of Interest Earned.	Expen. to each \$1,000 in Force	Surplus Earned per \$1,000 in Force	Rate of Interest Earned.	Expen. to each \$1,000 in Force	Surplus Earned per \$1,000 in Force
1876	6 03	7 70	12 90	6 13	4 06	13 91	5 98	7 49	14 22	7 06	6 37	12 51
1886	5 48	8 32	10 41	5 33	8 01	7 60	5 12	10 45	13 20	5 77	7 68	8 68
1896	4 44	8 88	5 56	4 69	11 90	5 71	4 76	9 70	5 81	5 64	8 80	4 25
1900	4 52	9 50	8 23	4 52	11 90	7 92	4 60	10 80	5 83	4 63	9 60	4 74

We desire to be fair in this comparison, and as we realize that it would be possible for some exceptional circumstance to reduce the surplus earnings in the years referred to, we have found the totals for the two last fifteen year periods.

	Co. A.	Co. B.	Co. C.	Co. D.
Surplus earned per \$1,000 insurance in force in 15 years, 1871-1885	178 98	181 16	211 93	144 59
Surplus earned per \$1,000 insurance in force in 15 years, 1886 1900	107 72	107 72	77 52	101 12

The Canadian companies are, and have been on the whole, very satisfactory to their patrons, and in view of the above showing, they will continue to be satisfactory as compared with the United States companies, upon whose agents will devolve the task of showing what exceptional sources of profit they will have in the future to



offset the slump of recent years. The task will be a hard one; for, added to a lowering interest on investments and increased expenses, is the fact, that to force business they are giving very heavy surrender values and issuing a wide open policy in almost every country of the world where they can find business, in such a manner as must result in a very heavy mortality in the years to come. The careful canvasser and the thoughtful insurer will not accept the past as any criterion for the future, and, as both agents and insurers become acquainted with the past, present and future; the use of "Actual Results" in canvassing will be discontinued.

The Imperial Life has no past to atone for; its security is unquestioned, and its volume of business satisfies the most ambitious. It is a Canadian institution, doing business in Canada only, under the most approved and modern plans. Its results will be satisfactory.

DECEMBER is here—now make the best of it, and roll in the applications.

### A SIGNIFICANT FACT.

The following table, compiled from the last Report of the Superintendent of Insurance, gives the average amount of each policy (in force December 31st, 1900) in the different life insurance companies operating in Canada;

London Life.....	\$ 712	Manufacturers Life .....	\$1,547
Excelsior Life .....	804	United States Life.....	1,650
Metropolitan Life .....	987	London and Lancashire Life.....	1,669
Sun Life .....	1,120	National Life.....	1,686
Temperance and General .....	1,140	Germania Life .....	1,852
Northern Life .....	1,272	New York Life.....	1,902
Dominion Life.....	1,296	Standard Life .....	1,923
Ætna Life .....	1,336	Travelers .....	2,018
Royal Victoria .....	1,450	Provident Savings Life .....	2,063
Mutual Life, Can. ....	1,451	Canada Life .....	2,067
Confederation Life.. ..	1,456	Equitable Life .....	2,195
Union Mutual Life.....	1,476	Mutual Life of N. Y. ....	2,250
Great West Life .....	1,487	British Empire Life .....	2,253
Federal Life .....	1,525	IMPERIAL LIFE .....	2,574

Inasmuch as the expense in connection with a \$2,000 policy is proportionately less than in connection with a \$1,000 policy, the enviable position of the Imperial Life will be at once apparent.

The high average of the Imperial policies is also an evidence that its business is done amongst the best class of people—people who are well able to carry a substantial line of life insurance.

## LIFE PREMIUM RATES.

*"The Bulletin."*

The following table gives the annual premiums with profits at age thirty-five, for an insurance of \$1,000, according to various plans of the life insurance companies operating in Canada. The age thirty-five was selected as the majority of insurances are applied for about that age :

AGE 35. ANNUAL PREMIUM FOR EACH \$1,000 OF INSURANCE.

Company.	Life	10 Pay't Life	15 Pay't Life	20 Pay't Life	10 Years Endow't.	15 Years Endow't	20 Years Endow't.
British Empire Mutual....							
Canada Life .....							
Confederation Life .....			Uniform	Standard	Rates		
Dominion Life .....							
Federal Life .....							
Imperial Life .....	27.95	58.20	43.80	36.95	105.40	68.35	50.55
Manufacturers Life .....							
North American Life .....							
Royal Victoria Life.....							
Sun Life .....							
Temperance and General..)							
Etna Life .....	27.92	58.11	48.83	36.96	103.13	67.18	49.89
Crown Life .....	27.90	55.20	40.80	33.90	102.85	66.65	48.55
Continental Life .....	26.95	56.35	42.15	35.85	102.80	66.35	49.25
Equitable of New York .....	28.11	61.53	45.91	38.34	107.70	70.50	52.47
Excelsior Life .....	27.45	57.70	43.45	36.60	104.85	67.80	50.05
Great West Life .....	26.10	51.90	39.60	23.75	101.25	66.50	49.30
Home Life .....	26.87	56.43	41.97	35.62	102.68	66.44	49.34
London and Lancashire.....	27.45	58.10	43.50	36.45	104.80	67.55	49.75
London Life .....	27.90	58.20	43.85	36.95	105.40	68.35	50.55
Mutual Life of Canada .....	27.80	56.50	42.70	36.00	102.35	66.70	49.60
Mutual Life of New York..	27.88	57.72	43.65	36.87	108.41	70.43	52.13
National Life.....	26.99	57.20	42.50	35.30	104.45	66.75	48.65
New York Life .....	28.11	61.53	45.91	38.34	107.70	70.50	52.47
Northern Life .....	26.80	56.95	42.75	36.05	104.70	67.80	50.50
People's Life .....	27.25	55.40	41.85	35.30	100.35	65.35	48.60
Provident Savings .....	26.51	53.04	40.52	34.57	105.52	68.17	49.86
Standard Life .....	27.90	61.90	46.00	38.50	Not given.	69.00	51.80
Star Life .....	27.95	60.60	44.35	36.50	Not given.	69.12	51.49
United States Life .....	26.38	52.40	40.01	34.08	105.53	67.85	49.79
Union Mutual .....	28.11	61.53	45.91	38.34	107.70	70.50	52.47

There are wide variations in the rates, as will be observed from a comparison of the extremes,—

Plan.	Highest.	Lowest.	Difference per \$1,000.
Whole Life.....	28.11	26.10	2.01
10 Payment Life .....	61.90	51.90	10.00
15 Payment Life .....	46.00	39.60	6.40
20 Payment Life .....	38.50	33.75	4.75
10 Year Endowment.....	108.41	100.35	8.06
15 Year Endowment.....	70.50	65.35	5.15
20 Year Endowment.....	52.47	48.55	3.92

Inasmuch as the above rates on the respective systems guarantee identical insurance results, the large differences in cost is more remarkable, and calls for explanation. It is not to be wondered that the "highest" rates belong to American and British companies, for these classes of offices, as a general rule, believe in doing

business at rates which are sufficiently adequate for the due and complete carrying out of the contracts entered into "There is much to be said in favor of this (doing business at adequate rates), and we do not doubt that the intelligent public in life insurance, equally as it does in ordinary affairs, would rather pay a dollar or two more for a good article which will stand the strain and stress it may be subjected to, than pay a dollar or two under the legitimate price for an article which is 'cheap' but doubtful."

We have no hesitation in saying that the above table contains rates which are thoroughly unwarranted in the light of present expense, and the maintenance of a 3½ per cent. reserve.

Loadings of 13 per cent. on a 10 Payment Life Premium.					
"	16½	"	"	15	"
"	19	"	"	20	"
"	15	"	"	10	Year Endowment Premium.
"	17½	"	"	15	"
"	20	"	"	20	"

are, undoubtedly, too small for with-profit insurances, and yet these are the percentages of loading which apply to the lowest of the above rates. These percentages of loading are not much too great for without-profit insurances, and the companies using them for with-profit insurances will unquestionably find that it will be absolutely impossible to make satisfactory surplus returns to their members. The result will inevitably be that policyholders will become dissatisfied, and the reputation of the companies suffer, and life insurance in general will be injured,

Young companies, in the endeavor to secure a foothold, very frequently resort to the practice of cutting rates, or, in other words, of offering a lower rate than the majority of their competitors deem prudent and wise to sell their policies at. Experience has demonstrated over and over again that this is one of the worst plans that could be adopted by them, for not only do these companies become a target for their competitors, but they get the reputation of transacting an unsound business. Moreover, they are heaping up serious trouble for themselves for the future.

A note of warning is needed here, and we hope that the companies whose rates are lower than what sound life underwriting indicates they should be, will take kindly to the facts which we have placed before them, and take steps to remedy their tariffs.

### AN EXPLANATION.

The following extracts are taken from a recent issue of the Bulletin of Toronto :—

"The last year or two has produced unusual activity in life insurance company promotion, and the question immediately suggests itself, what is the probability of a new life insurance company succeeding? Let us examine the record of four of the most recently formed companies reporting to Ottawa, and then it will be possible to obtain some idea as to whether a new aspirant is likely to succeed or not.

The four companies in question were licensed or commenced business as follows: July, 1896; September, 1897; June, 1899, and July, 1899, so that up to the close of 1900 the institutions had been in operation as follows:

Company W.....	4 years and 6 months.
" X.....	3 " 4 "
" Y.....	1 " 7 "
" Z.....	1 " 6 "

If we combine the four periods and assume the aggregate time as applicable to



one institution, we would have 10 years and 11 months. What have all these companies accomplished during that time?

*Combined Record of 4 Life Insurance Companies.*

Total new business in 1900 of the 4 companies.....	\$4,323,735
Total premium Income in 1900 .....	227,227
Total Insurance in force, Dec., 1900 .....	8,057,235
General Expenses in 1900 .....	195,124
Total Assets .....	930,739
Total Liabilities .....	1,058,095
Total impairment of Capital .....	127,356
Total Paid-up Capital .....	618,395
Expenses to Premium Income .....	87%
Paid-up Capital impaired .....	21%

The new business of the four companies is no more than that which several of our life companies obtained individually; and on the average is less than \$1,100,000 for each of the four companies in question.

Notwithstanding that there were four distinct managements, four distinct sets of agents and four distinct organizations, the amount in force is but \$8,057,235, representing a gain on the average of less than \$750,000 per year, while the aggregate premium income, \$227,227, shows an increase on the average at the rate of less than \$21,000 per annum.

The general expenses for the conduct of the business of the four companies for a single year amounted to \$195,124, or 87 per cent. of the four companies' total Cash Premium Income, which income includes renewal premiums as well as first year. The expense rate is alarming, especially when it must be remembered that death losses and policy reserves must also be provided for, and that the percentage is based upon renewal premiums as well as first year's premiums.

The assets in aggregate amount to \$930,739, while the liabilities total no less than \$1,058,095, or \$127,356 more than the assets. The total impairment is equal to 21 per cent. of the aggregate paid-up capital, and in each one of the companies there is a substantial impairment of its capital."

Enquiry has been made as to whether the Imperial Life was one of the four Companies referred to. The answer is "No." emphatically "No". Euclid's ninth axiom is "The whole is greater than its part." This self evident truth can no more be doubted than that the Imperial Life is greater in all essentials than the four companies in question. The following figures as at December 30, 1900, testify to this:

	<b>Imperial Life Record Alone.</b>	<b>4 Life Companies as Above.</b>
1. Total Assets.....	\$1,102,092	\$930,739
2. Reserves for Policies and Annuities..	597,488	432,856
3. Annual Premium Income .....	314,410	227,227
4. Interest Income .....	36,273	22,849
5. Net Surplus over all Liabilities.....	39,199	Impairment of 127,356
6. Total Insurance in Force.....	9,226,350	8,057,235
7. General Expenses.....	109,726	195,124

In addition to affording an opportunity to correct a wrong impression, Imperial representatives will immediately recognise from the figures set forth the substantial and steady progress which their company has made—a progress summed up in the two words "Unequalled and Unsurpassed."

## STANDING OF THE AGENCIES FOR OCTOBER.

- |                    |                           |
|--------------------|---------------------------|
| 1—Head Office.     | 11—Collingwood, Ont.      |
| 2—Montreal, Que.   | Toronto, "H."             |
| 3—Ottawa, Ont.     | 12—Kingston, Ont.         |
| 4—Toronto, "L."    | 13—Peterboro, Ont.        |
| 5—Vancouver, B.C.  | Brockville, Ont.          |
| London, Ont.       | 14—Sault Ste. Marie, Ont. |
| 6—Toronto, "K."    | Port Arthur, Ont.         |
| 7—St. John, N.B.   | 15—Belleville, Ont.       |
| Arthur, Ont.       | Brandon, Man.             |
| 8—Halifax, N.S.    | Durham, Ont.              |
| Winnipeg, Man.     | St. Catharines, Ont.      |
| 9—Central Ontario. | Sudbury, Ont.             |
| 10—Hamilton, Ont.  | Toronto, "B."             |
|                    | Whitby, Ont.              |

**CONFIDENTIAL**

VOL. 2. TORONTO, DEC. 1st, 1901. No 15

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada


"The Imperial Life" has already a record of which its officers and representatives are justly proud. Shall its future be worthy of its first four years record? It depends on your effort—the effort of each one of us. A chain is only as strong as its weakest link. Which link am I?

THERE are no representatives in Canada better equipped for the magnificent December life insurance harvest than those of the Imperial Life. They have *the Company*, the plans, the policies, and the enthusiastic perseverance which makes for success.

THE desire of the Executive is, that every representative, local or otherwise, shall have some substantial interest in December's business.

IF you have any ability whatever to write life insurance—you cannot help but do it this month. Insurance is in the air—it is being sought after.

# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 3    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 1

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### HOW TO DO IT.

In speaking to one of the most successful life insurance agents in the city of Ottawa, (not an Imperialite) last Monday, our conversation drifted to the subject of canvassing. He asked me if I had read the pamphlet "How to do it. Soliciting life insurance; for Solicitors, by a Solicitor," and upon replying in the negative he handed a copy of it to me with the remark that he considered the advice contained in it to be the best that he had ever read, and, moreover, that he attributed his success very largely to the practical doing of that which the author shows proved to be the secret of his success. The agent referred to has been in life insurance for about thirty years—writes to-day more life insurance than any other agent in that city—represents a Canadian Company—devotes his time exclusively to the business and lays particular stress upon system. First thing in the morning he prepares a list of the persons he intends to see that day—second, maps out his work—sticks closely to the programme—and always makes it a point, in addition to seeing some 6 old prospects, to interview from 5 to 6 new prospects every day. He keeps a careful list with notes of each case and follows each up as regularly as he takes his three meals a day.

The truths set forth in the article which follows, have so frequently led to success that they are commended to every Imperial representative to put into daily practice. A day's trial will not do it, a week's trial will not do it—half heartedness will not do it—lack of enthusiasm or lack of confidence will not do it—but energetic, enthusiastic persistence with a determination to do the right thing, must and will do it.

T. Bradshaw.

### Straight Canvassing.

BY C. W. EAKELEY.

I am cracking an old chestnut, but it's worth while. It is thought that what I

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1902—The Imperial's Record Year.

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have to say on this subject will interest a few and encourage others. *I make a living by soliciting life insurance and I make a living.*

Experience taught the writer long ago that desultory and unsystematic work in this business is a waste of what little energy is thus put forth and is most unprofitable; that standing around "waiting for something to turn up," does not turn in applications; that sitting in his office hoping that some one will come in, or waiting for some one to give "tips" is rather monotonous and unproductive.

There is more than one method of writing life insurance and securing business for your Company, but to the large army of life insurance agents the principal avenue open is to *go out into the byways, and the streets and lanes of the city and sell the goods.* Introductions are valuable. A good social standing and club membership are an advantage, but the rank and file, to the number of hundreds, and perhaps thousands, are limited in these respects. The only way to get business and the only way to exist at all is "*to get out and hustle.*" The Home Office staff tells us that every little while, and we mentally reply, "Try it yourself." *This time, however, the writer is not a Home Office Manager, but just a plain everyday agent who has learned a thing or two by experience.* So listen to what he has to say. It may do you good.

Life insurance is a matter of averages. Companies do their calculations and conduct their business according to this general law. This fact began to grow on me some years ago and I reasoned myself into the belief that there was an unknown law of averages in straight canvassing. *I made myself believe that if an agent would start out each day and systematically canvass men as he could find them in their places of business, he would average well.* I did not then have any data to go by. Mine was an unworked "theory." I set to work and each day canvassed, taking a street and finishing it before I left it, if it took me a week to do so. I entered offices, climbed stairs, gained enough "prospects" and future "appointments" in a week's time to keep me busy a month. I got many "No-thank-you's," and "Got-more-than-I-can-carry," politely thrown at me. I expected this and kept at it.

### Some Experiences

One Thursday afternoon I selected a street and canvassed for about an hour. Called on and interviewed twelve men, a longer or shorter time, all of whom said "No," till the last man astonished me by saying, "I will take a policy." I had him examined that afternoon. On Saturday I delivered the policy and collected the premium. *My "net" commission was \$60, and I claim to have averaged \$5.00 a call on each one of the twelve men interviewed, even if he said "No."*

Another day on another street I made ten calls. Everybody said "No, thank you." I found four men killing time in the back office of a business house. I introduced my subject and in less than two minutes one said, "I'll take a policy." It was "so sudden," I feared it was a "jolly." However, I pulled myself together, wrote the application, and had him examined that afternoon. At my suggestion he paid his premium in full on the spot, got a "binding receipt," and my work was done. *My commission was \$30, and I reckoned I had made \$3.00 on each one of the ten men I called on that afternoon, even if he said "No."*

Another Case.—I was working on a certain street climbing stairs when I met a gentleman on the top floor in a small back office, who was at the time a stranger to

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Now for February!!!

me. He said, "I don't want any insurance, but come around in about a year." *It seemed like a long time to wait, but I did not sit down in the office and wait for the year to pass. I made a memorandum and kept on "hustling."* Twelve months from that time I called and wrote him for an Endowment. My net commission was \$60, that is, he had been paying me \$5.00 per month for one year since the day I first called on him. He didn't realize it, but I did. He then said "Come around a year from now and I'll take another." I called on time, or before, and my commission on the second deal was \$200 in cash, enough to pay half my rent for a year to come. That isn't all. The man is my friend, and whenever he wants insurance sends for me. Not long ago he sent for me and I wrote him up again for the third time and my commission was \$125.

In February I called in an office where I was not acquainted. I asked for the head man, whose name I had previously learned. I did no business with him, but he gave me the name of another man in the office whom I approached. He said he "didn't need any insurance." However, in less than 60 days I placed a \$30,000 policy in his hands and the premium was paid in full. This led to another case in the same concern, and later in the year I "placed" another \$30,000 policy and collected a \$1,400 premium in full. All these men were strangers to me and without introductions I secured them by straight canvassing methods.

These experiences gave me courage, and a few months later I approached a total stranger whom I had studied up and "placed" \$100,000 on him. I picked out another quarter to canvass in. I selected a large concern, secured the names of the heads of the same; sent in my card; *got the cold shoulder; wrote letters, but all was vain. I hung around that place until one day I happened to pass through the hall when the private office door was open. I entered and presented my case in a sentence. I was bold. It "took" and a little later I wrote an application for \$100,000 and "placed" it.*

I don't call it "luck" or anything else. *I simply struck an "average."* The facts in one case were my client was a growing and prosperous business man carrying large discounts, and his bank suggested he carry a \$100,000 policy as a protection to them. Of course, I didn't know this when I began canvassing in that quarter.

These cases could be multiplied, of strangers approached, who said, "I don't want any insurance, I have all I can carry," etc.

It is a fact that a very large majority of men to be met in straight canvassing are "approachable," and of this large majority many, very many, will listen respectfully to what you have to say, and are susceptible to argument and persuasion.

The writer naturally feels the satisfaction which follows successful effort, but in narrating his experiences it is not done in the spirit of pride or self conceit. He *claims no special talent; no personal magnetism; nothing but the result of hard work systematically done.* He is only an ordinary agent, and this paper is written with the sole purpose of encouraging every other agent of ordinary or average ability, who has no way of succeeding but by "straight canvassing." *What one man has done, another may do.*

Well does he remember the days (and they come now and again) when he has started to go "somewhere" he didn't know where. He has walked around a circle and then gone around it again without calling on a single man. Has stood on a corner and thought "Where shall I go next? Oh, if somebody would give him a

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**At Least One Application from Each Representative.**

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'tip' or tell him where to go." These things don't come to the "average" agent. *He must systematize and plan his work and work his plan.*"

Any man of average ability who will master the principles of life insurance which are very simple, *resolve to do systematic canvassing and take note of future "prospects" and call on time, can make a good living, be "his own boss," and provide for his future as well as for that of the widow and orphan.* There are many discouragements and disappointments in life insurance work, perhaps more than in any other business, but *the law of averages helps one over these difficulties.* We lose cases we have worked up, when another agent comes along after us and reaps what we have sown, *but if one keeps up this daily canvass he will also sometimes reap what another sows and on the average do well.*

### Notes.

1. Believe in yourself.
2. Believe in your Company.
3. Believe in other people.
4. Keep yourself well groomed and well dressed. Look like a successful man, talk and act like a successful man, even if you are for the time being on the "ragged edge." Men like to talk to and do business with a successful man. It will help you immensely, to begin the day with the mental picture of how you would look and act if you were really a success.
5. Take good care of your stomach and keep yourself well fed.
6. Tell the truth always about your own policy and the other fellow.
7. Pick out some one special policy which your Company issues and which you can enthuse over, especially if it contains features that are in no other policy. Use this to introduce the subject to the men you canvass, even if you have to afterwards switch off on to some other form.
8. If you canvass and interview ten or a dozen men each day for a week you will have enough "prospects" to keep you busy a month.
9. If you call on twenty new men daily, interview ten, get five "prospects," write one of the five in the course of a year you ought to put twenty-five new names on your books, "place" not less than \$100,000 of insurance, and have an income of at least \$2,000 to \$5,000 a year.

**Try It!!**

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### THE ASSESSMENT AND OLD LINE PLANS EXEMPLIFIED.

There are many men who are attracted to the assessment fraternal plan of insurance by its apparent cheapness in comparison with the old line plan. They are willing to forego the security which accumulated funds on hand furnish, and accept a contract whose cost is elastic, and can be raised from time to time to any amount by the vote of a majority of the members of the fraternity or association. More than once the older members of a fraternal order have been practically frozen out by the vote of the younger and larger element, who knowing the older men had not paid sufficient to carry the insurance, were unwilling to make up the deficiency of the older men by the necessary increase of cost to themselves. It seems hard, but after all it was only just.

The difference in cost between the assessment plan and the old-line plan is in

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**1902 has Begun Well—Keep it Up.**

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appearance only. The assessment plan makes the cost fall heavier and heavier upon the older men as the mortality increases with age. The old-line plan charges a level and certain premium at the beginning which never varies, a premium slightly greater than the real cost of insurance in the earlier years, but less than the real cost after a certain number of years, the deficiency of the latter period being made up by the excess of premiums over the actual cost and the interest earned upon this excess during the earlier years. The following will show the difference in the two plans at a glance:

Assessment Plan :	o	o	[o]	o	o	o
Old Line Plan :	o	o	[o]	o	o	o

The size of the zeros on the assessment line show the actual cost during the period ; the bracketed zeros show the point where the actual cost under both plans is the same ; and the advantage can then be easily seen of the old-line plan in charging more than the actual cost during the earlier periods and accumulating the excess at interest.

It should be borne in mind also that this interest ultimately amounts to a considerable sum, and lowers the amount of the premium the insured would otherwise have to pay.

It should also be borne in mind that this excess of cost and the interest it earns has another advantage to the insured, for it gives the old-line policy, after three annual payments have been made, a specific value in cash in case the insured has to surrender it. It gives the policy a collateral value upon which he can secure a loan from the company. It gives the policy a paid-up value whereby the insured, if compelled to cease payment of premiums, still has insurance proportionate to what he has paid. It also allows him to carry without further payments the full insurance for a specified term of years.

### **A KNIGHT OF THE GRIP TO A YOUNG RECRUIT OF THE IMPERIAL LIFE STAFF.**

The following extract from a letter written by a commercial traveller and head of a large furnishing establishment in Montreal, to a gentleman who has recently joined the field staff of the Imperial, is worthy of reproduction in these columns. For obvious reasons we do not give the names.

Calgary, N. W. T., Alberta Hotel, Dec., 1901.

My Dear \_\_\_\_\_ :

I omitted yesterday in my hurry to give you a few encouraging remarks respecting your business. In the first place, do not get discouraged. Keep a stiff upper lip. People are never so interested in the seller as in what he has to sell. You have a good company to work for (I have a policy in it myself), and are selling the best thing in insurance on earth. Show people that you are made of the right stuff. There is a disposition to help the successful. The world admires a fighter, and you have something to fight for. Study what you have to offer, and then the results will follow by perseverance in your work, as day follows night. Tact is important. There is competition in everything, and the "cheap" insurance you speak of ought to help you. People can never buy good dollars for less than 100 cents, and the Imperial is pure gold. Estimate self in commerce. It is not *me*, but the good thing I have to

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**Persistence Counts—It Brings Success.**

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sell, that brings the business. Urge the interests of your client and not your own. Look prosperous and confident. Remember they who seek shall find, and the laborer is worthy of his line. You have no competition. Others may be good, but you are too busy and interested to notice their presence. Theirs may be worth whatever they charge, but what you have is *gold*. Every time you mention a competitor you advertise him. Do not belittle your competitors either. Be apparently indulgent, magnanimous. Smile, look confident, but do not talk. What man has done, man may do; and in insurance business, ability, effort and study will win you success. Good luck to you. Keep your mind on your work. Go in and win.

Yours very truly,

C.

### STANDING OF THE AGENCIES FOR DECEMBER.

- |                      |                        |
|----------------------|------------------------|
| 1—Head Office.       | 15—Kingston, Ja.       |
| 2—Vancouver, B.C.    | 16—Toronto, "City."    |
| 3—London, Ont.       | 17—Toronto, "R."       |
| 4—Montreal, Que.     | 18—Arthur, Ont.        |
| 5—St. John, N.B.     | 19—Midland, Ont.       |
| 6—Winnipeg, Man.     | Port Arthur, Ont.      |
| 7—Ottawa, Ont.       | Sault Ste. Marie, Ont. |
| 8—Halifax, N.S.      | 20—Durham, Ont.        |
| 9—Central Ontario.   | Hamilton, Ont.         |
| 10—Collingwood, Ont. | 21—Brantford, Ont.     |
| 11—Toronto, "L."     | Toronto, "B."          |
| 12—Brockville, Ont.  | Whitby, Ont.           |
| 13—Kingston, Ont.    | 22—Belleville, Ont.    |
| 14—Calgary, N.W.T.   | Brandon, Man.          |
| Toronto, "H."        | Toronto, "K."          |

### STANDING OF THE AGENCIES FOR 1901.

- |                      |                           |
|----------------------|---------------------------|
| 1—Head Office.       | 21—Toronto, "S."          |
| 2—Montreal, Que.     | 22—Arthur, Ont.           |
| 3—St. John, N.B.     | 23—Toronto, "City."       |
| 4—Vancouver, B.C.    | 24—Toronto, "B."          |
| 5—Halifax, N.S.      | 25—Port Arthur, Ont.      |
| 6—London, Ont.       | Durham, Ont.              |
| 7—Ottawa, Ont.       | 26—Sudbury, Ont.          |
| 8—Winnipeg, Man.     | 27—Sault Ste. Marie, Ont. |
| 9—Toronto, "L."      | 28—Brantford, Ont.        |
| 10—Brockville, Ont.  | Kingston, Ja.             |
| 11—Central Ontario.  | 29—Southampton, Ont.      |
| 12—Kingston, Ont.    | 30—Whitby, Ont.           |
| 13—Collingwood, Ont. | 31—Belleville, Ont.       |
| 14—Toronto "K."      | 32—Toronto, "M."          |
| 15—Brandon, Man.     | 33—Peterboro, Ont.        |
| 16—Hamilton, Ont.    | 34—Midland, Ont.          |
| 17—Toronto, "R."     | 35—Norwood, Ont.          |
| 18—Gravenhurst, Ont. | 36—Hastings, Ont.         |
| 19—Calgary, N.W.T.   | 37—Berlin, Ont.           |
| 20—Toronto, "H."     | St. Catharines, Ont.      |

**We are Counting on the Local Agents this Month.**



## THE NEW HONOR ROLL.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed :—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :
  - (A) In regard to the amount of new insurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there will be a summary giving the number of times the agent's name appeared in the honor roll up to date.

	Applications	Rank	Premiums	Rank
J. S. Wallace, Winnipeg, Man.....	\$20,000	1	\$532 25	1
S. P. Saunders, Nassau, N.P.....	11,500	2	422 30	2
W. J. Murray, Toronto, Ont.....	11,000	3	228 90	12
Dr. D. Lowrey, Toronto, Ont.....	9,000	4	237 25	11
J. E. Bill, Sydney, C.B.....	9,000	4	303 85	5
J. A. Labelle, Joliette, Que .....	8,500	6	360 15	3
H. T. Northgrave, Arthur, Ont. ....	8,000	7	303 05	6
W. H. Seymour, Hamilton, Ont .....	7,000	8	281 55	8
J. E. McCuaig, Ottawa, Ont.....	7,000	8	331 95	4
A. S. Wickware, Ottawa, Ont. ....	6,500	10	269 80	9
J. W. W. Stewart, Vancouver, B.C .....	6,000	11	225 90	13
Ed. Winter, Leamington, Ont .....	6,000	11	180 35	17
Robert Hall, Brandon, Man.....	6,000	11	200 05	15
H. B. Shaw, Indian Head, N.W.T ....	6,000	11	202 50	14
E. S. Miller, Montreal, Que.....	5,000	14	283 00	7
Rev. S. A. Dyke, Toronto, Ont.....	5,000	14	145 25	18
J. H. Macabe, Toronto, Ont .....	5,000	14	260 50	10
Rev. A. W. Ross, Portage La Prairie, Man.	5,000	14	196 70	16

### STANDING OF THE AGENCIES FOR JANUARY.

- |                    |                           |
|--------------------|---------------------------|
| 1—Winnipeg, Man.   | 12—Toronto, "City."       |
| 2—Montreal, Que.   | 13—Sault Ste. Marie, Ont. |
| 3—Ottawa, Ont.     | 14—Kingston, Ont.         |
| 4—Head Office.     | Toronto, "H."             |
| 5—Vancouver, B.C.  | 15—Gravenhurst, Ont.      |
| 6—Central Ontario. | 16—Brockville, Ont.       |
| 7—London, Ont.     | Toronto, "K."             |
| 8—Halifax, N.S.    | 17—Collingwood, Ont.      |
| 9—Arthur, Ont.     | Midland, Ont.             |
| Toronto, "L."      | Port Arthur, Ont.         |
| 10—Hamilton, Ont.  | Toronto, "B."             |
| 11—Brandon, Man.   |                           |

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**Who Will Lead The Honor Roll for February.**

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## NOTES.

MR. H. B. SHAW, of Indian Head, enjoys the distinction of being the only local agent to secure a position on the January Honor Roll. Mr. Shaw is an excellent worker, and secures a splendid class of business, and we congratulate him heartily upon his success.

MR. A. S. WICKWARE, formerly of Smith's Falls, has, through the resignation of Mr. H. M. Boddy, been promoted to the position of District Manager with headquarters at Ottawa. Mr. Wickware has fully earned his promotion and we all join in wishing him every success in his new position. We look to see Ottawa take a leading place in 1902.

WINNIPEG makes a good start for 1902. The Agency leads the "Standing of the Agencies"; Mr. Wallace wrote the largest amount of personal business during the month, and two of his locals Messrs. H. B. Shaw and B. P. Richardson, lead the Honor Roll in that class. A record to be proud of, Mr. Wallace.

**CONFIDENTIAL**

Vol. 3. TORONTO, FEB. 1st, 1902. No. 1

# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

It is gratifying to be able to announce that January 1902 shows a magnificent increase over the same month of 1901 in the amount of new applications written. The Agency Staff has got right down to work, and when Imperial representatives do that the business has to come. Is there any reason why February should not show a good increase? Of course not, and a continuation of January's good work will do it.

VANCOUVER leads the Agencies for December, and Mr. Stewart is to be congratulated upon his strong ending of a magnificent year's business. Vancouver maintained a good average throughout the year.

By a very small margin Montreal leads the agencies for 1901, in the amount of new business written and Mr. E. S. Miller, the Provincial Manager, is to be congratulated upon the shewing his agency made. To put his agency in the lead the first year of his connection with the Company, is an admirable record, and it speaks volumes for Mr. Miller's energy that he has attained this distinction.

# THE IMPERIAL LIFE

## AGENTS' NEWS

Vol. 3 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 2

### THE YEARS PROSPECTS.

We have recently been making enquiry by letter and otherwise, of the aim of some of our Eastern Provincial and District Managers for 1902. The advices have been most encouraging.

**MR. A. H. FAIR**, Provincial Manager at Halifax, is confident that Nova Scotia will produce from \$350,000 to \$400,000, and from the energetic manner in which business has been received from that field thus far this year, the figures given are likely to be realized.

**MR. A. McN. SHAW**, Provincial Manager at St. John, N. B., has set his eye upon \$300,000. By the 31st of December we predict that this estimate will have been more than fulfilled. He has capital prospects.

**MR. E. S. MILLER**, Provincial Manager at Montreal, says that Quebec must yield half a million for 1902, and when Mr. Miller speaks, he does so in no light or unthoughtful way. An estimate from Mr. Miller can generally be banked upon like a guarantee in an Imperial policy.

**MR. A. S. WICKWARE**, lately of Smith's Falls, Ont., who by the way has taken hold of the Ottawa District Agency, in a strong, business-like manner, names \$20,000 per month as the minimum. It would not be surprising if the "results" proved what we hope will be the case with Imperial Life "results," substantially in excess of estimate, and instead of \$240,000 being the year's record, it may not fall far short of \$300,000.

**MR. J. B. COOKE** and **MR. JOHN CAWLEY** have each pledged themselves that Kingston and Brockville districts respectively shall contribute to the total not less than \$100,000. Remembering that the business obtained at these agencies in the past, and that to be obtained in the future, has been and will be mostly personal

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**First quarter—\$1,000,000.**

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business, these figures if realized will mean a lot of constant hard work. But they are both strong men and generally succeed in anything they undertake.

Briefly, then, we have been led to believe that we can count upon receiving in 1902, from the territory east of Kingston, as follows :

Nova Scotia (at least).....	\$350,000
New Brunswick.....	300,000
Quebec .....	500,000
Ottawa .....	240,000
Kingston and Brockville.....	200,000
Total.....	<u>\$1,590,000</u>

Next month we shall indicate what the other portions of the field expect to contribute to the year's work.

### A NEW PAMPHLET.

"*The Year's Record—Five Years' Record*," is the title of a small pamphlet just issued. It gives in condensed form the results of the Company's magnificent operations for 1901, and also the unequalled record for the past five years. It sets forth a record unparalleled in the history of Canadian Life Insurance, and consequently must prove valuable in popularizing the Company and emphasizing its strong financial position. A further supply will be forwarded upon application to the Head Office or to the District Agent.

### BELIEVERS IN WHAT THEY RECOMMEND.

The following list contains the names of "Imperial Life" Directors, Officers and Representatives, carrying policies in it. No stronger evidence can be adduced of a Director's, an Officer's or an Agent's confidence in his own company than by insuring in it. Those who are the most competent judges testify by their actions that the best in life insurance is obtainable in The Imperial. In the revised list shortly to be issued, it is believed that every insurable Imperialite's name will appear.

A. E. Ames .....	Director .....	Toronto, Ont.
A. E. Kemp .....	" .....	Toronto, Ont.
Wm. Mackenzie .....	" .....	Toronto, Ont.
Dr. F. R. Eccles .....	" .....	London, Ont.
W. Y. Soper .....	" .....	Ottawa, Ont.
S. J. Moore .....	" .....	Toronto, Ont.
J. J. Kenny,.....	" .....	Toronto, Ont.
C. D. Massey .....	" .....	Toronto, Ont.
T. Bradshaw.....	Actuary .....	Toronto, Ont.
F. G. Cox.....	Managing Director .....	Toronto, Ont.
J. O. McCarthy.....	Superintendent .....	Toronto, Ont.

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**Have you a Policy in The Imperial ?**

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Pickett, J. K	Assistant Secretary	Toronto, Ont.
Moore, G. C	Assistant Actuary	Toronto, Ont.
Ardagh, I. J.	Accountant	Toronto, Ont.
Reburn, W. G.	"	Toronto, Ont.
Allgeier, F. G.	Representative	Sault Ste. Marie, Ont.
Almon, G. W. R.	"	Edmonton, Alta.
Bell, T.	"	Wingham, Ont.
Bennest, E. H.	"	Brandon, Man.
Bill, J. E.	"	Wolfville, N. S.
Bogart, F. C.	"	Napanee, Ont.
Bradshaw, R. A.	"	Slocan City, B.C.
Cawley, J.	"	Brockville, Ont.
Davidson, R. D.	"	Bowmanville, Ont.
Davison, F. I.	"	Windsor, N. S.
Driscoll, G. F.	"	Ottawa, Ont.
Edwards, J.	"	Montreal, Que.
Elliott, A. B.	"	Advocate Harbor, N.S.
Elliott, W. J.	"	Norwich, Ont.
Fair, A. H.	"	Halifax, N.S.
Fieldhouse, H. V.	"	Neepawa, Man.
Foster, T. H.	"	Cannington, Ont.
Gall, W. C.	"	Toronto, Ont.
Gordon, R. E.	"	Arcola, N. W. T.
Gould, W. W.	"	Wooler, Ont.
Gowler, A.	"	Toronto, Ont.
Graham, R. S.	"	Inverary, Ont.
Grise, F. S.	"	Midland, Ont.
Hall, Robert	"	Brandon, Man.
Hamer, W. T.	"	Sault Ste. Marie, Ont.
Hamilton, Geo. R.	"	London, Ont.
Hardy, W. A. G.	"	Belleville, Ont.
Harris, W.	"	Tilsonburg, Ont.
Hearne, F. G.	"	Toronto, Ont.
Hewitson, J. F.	"	Port Arthur, Ont.
Huston, W. I.	"	Ayton, Ont.
Johnson, J.	"	Attwood, Ont.
Kerr, W. E.	"	Toronto, Ont.
Kirvan, T.	"	Toronto, Ont.
Lemont, W.	"	Fredericton, N.B.
Leslie, A. A.	"	Aylmer, Ont.
Lowrey, Dr. D.	"	Toronto, Ont.
McCallum, W. A.	"	Port Arthur, Ont.
McCuaig, J. E.	"	Ottawa, Ont.
McLam, C. T.	"	Acton, Ont.
McRae, John	"	Van Anda, B.C.
Macabe, J. H.	"	Toronto, Ont.
Mackenzie, K. A.	"	Weston, Ont.
Miller, E. S.	"	Montreal, Que.
Miller, H. H.	"	Hanover, Ont.

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**It will help You in Your Canvass.**

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Miller, W. H. ....	Representative.....	Boissevaine, Man.
Mills, W. D. ....	" .....	Durham, Ont.
Morrow, W. G. ....	" .....	Peterboro', Ont.
Mowat, J. ....	" .....	Simcoe, Ont.
Murray, C. M. ....	" .....	Toronto, Ont.
Prevost, J. E. ....	" .....	St. Jerome, Que.
Pye, A. C. ....	" .....	Arnprior, Ont.
Purdon, J. T. ....	" .....	Berwick, N. S.
Ross, Rev. A. W. ....	" .....	Portage La Prairie, Man.
Salter, J. S. ....	" .....	Winnipeg, Man.
Schetky, G. L. ....	" .....	Nanaimo, B.C.
Shaw, A. McN. ....	" .....	St. John, N.B.
Shaw, H. B. ....	" .....	Indian Head, N. W. T.
Sinclair, D. N. ....	" .....	Sarnia, Ont.
Smith, J. ....	" .....	Selkirk, Man.
Smith, L. H. ....	" .....	Lunenburg, N. S.
Smith, T. C. ....	" .....	Chatham, Ont.
Spencer, Rev. J. C. ....	" .....	Bella Coola, B.C.
Springer, F. B. ....	" .....	Vancouver, B.C.
Staples, H. F. ....	" .....	St. John, N.B.
Stauf, E. ....	" .....	Dawson City, Y. T.
Steeves, M. J. ....	" .....	Moncton, N.B.
Stewart, J. W. ....	" .....	Vancouver, B.C.
Sutherland, C. T. ....	" .....	Meaford, Ont.
Thomson, H. ....	" .....	Strathroy, Ont.
Tweedie, F. M. ....	" .....	Chatham, N. B.
Vantour, J. B. ....	" .....	Campbellton, N.B.
Wallace, J. S. ....	" .....	Winnipeg, Man.
Wickware, A. S. ....	" .....	Ottawa, Ont.
Wilson, W. J. ....	" .....	Gananoque, Ont.

"If thou canst not discern thy name amongst the privileged, make haste to have this rectified before another sun goes down."

## STANDING OF THE AGENCIES FOR FEBRUARY.

1—Montreal, Que.	Vancouver, B. C.	15—Belleville "City," Ont.
St. John, N. B.	Edmonton, N. W. T.	Calgary, N. W. T.
2—Halifax, N. S.	10—Toronto, "L."	Hanover, Ont.
3—London, Ont.	Durham, Ont.	Midland, Ont.
4—Ottawa, Ont.	11—Kingston, Ont.	Port Arthur, Ont.
5—Winnipeg, Man.	12—Sault Ste. Marie, Ont.	Toronto, "K."
6—Head Office.	Toronto, "R."	Toronto, "City."
7—Gravenhurst, Ont.	Toronto, "H."	Creemore, Ont.
8—Toronto, "B."	13—Central Ontario.	Port Elgin, Ont.
9—Brandon, Man.	14—Hamilton, Ont.	
Brockville, Ont.	Nassau, N. P.	

1902—\$4,000,000.

## HONOR ROLL FOR FEBRUARY.

	Applications.	Rank.	Premiums.	Rank
(H. F. Staples, Fredericton, N. B. ....	\$16,000 ....	1 ....	\$821 80 ....	1
(A. McN. Shaw, St. John, N.B. ....	16,000 ....	1 ....	821 80 ....	1
A. H. Fair, Halifax, N. S. ....	15 500 ....	2 ....	632 65 ..	2
Rev. A. W. Ross, Portage La Prairie, Man	10,000 ....	3 ....	329 25 ....	7
J. T. Purdon, Berwick, N. S. ....	9,000 ....	4 ....	402 80 ....	4
G. R. Hamilton, London, Ont. ....	8,000 ....	5 ....	474 80 ....	3
G. F. Driscoll, Ottawa, Ont. ....	8,000 ....	5 ....	280 20 ....	8
A. S. Wickware, Ottawa, Ont. ....	7,000 ....	7 ....	386 60 ....	6
J. Holland, Fredericton, N. B. ....	6 000 ....	8 ....	272 00 ....	9
W. H. Ressey, Toronto, Ont. ....	6,000 ....	8 ....	144 85 ....	14
E. Winter, Leamington, Ont. ....	6,000 ....	8 ....	402 55 ....	5
J. A. Labelle, Joliette, Que. ....	6,000 ....	8 ....	197 85 ....	12
R. Hall, Brandon, Man. ....	5,000 ..	12 ....	251 75 ....	10
J. Cawley, Brockville, Ont. ....	5,000 ....	12 ....	201 90 ....	11
D. C. Sanderson, Gravenhurst, Ont. ....	5,000 ....	12 ..	162 75 ....	13

There are 15 names on the February "Honor Roll." Cannot March produce at least 20 stalwarts?

### THE MONTH'S WORK.

**Montreal and St. John Agencies** lead for February, with Halifax just \$500 behind them. This is an exceedingly close finish for the month and would indicate that the Eastern Agencies have got right into the fight for "first place for 1902." Winnipeg in January, Montreal and St. John in February with Halifax a close second. Which in March?

**Mr. H. F. Staples of Fredericton, N. B.**, one of Mr. A. McN. Shaw's able lieutenants, divides with him the honor of leading the Honor Roll for February, winning out from Mr. Fair by a very small margin. We congratulate Mr. Staples and Mr. Shaw upon their success. Who will lead for March?

**A most gratifying feature** of this year's work thus far is the uniform increase in each agency's business. It is not an exceptional "strike" in any one part of the Dominion, but a general upward movement. The Directors consider this a most promising feature of the 1902 campaign, a feature that unmistakably points to 1902 being a record year for the Imperial.

**Mr. J. A. Labelle of Joliette, Que.**, is a "hustler" in every sense of the word. He started 1902 with \$9,000 for January, and February yields him \$6,000 more. It is very gratifying to note his success, especially as he is a comparatively recent addition to our staff.

**Mr. Geo. F. Driscoll of Ottawa** is another recently appointed representative who is making a success of Imperial Life affairs. He enjoys the distinction of being the leading local agent in the Honor Roll this month. Keep it up, Mr. Driscoll.

**Mr. A. Duncan of Petrolea** has recently been nominated agent for the Company in that District and the value of the appointment is evidenced by the excellent class of

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**What is your aim for 1902?**

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business received from him during February, the first month of his connection. He wrote four applications, three of which were for 15 Year Endowment Policies. We predict a successful career for Mr. Duncan in the life insurance profession, and look to see his name on the Honor Roll next month.

**Rev. A. W. Ross of Portage La Prairie, Man.,** is getting after the business in earnest. He wrote \$7,000 in January and follows that up by \$10,000 in February. Mr. Ross has evidently got his eye on a high place on the Honor Roll and means to get it, in which aim we wish every success.

**Towards the end of 1901 Mr. D. C. Sanderson** joined the Imperial's field staff as a Local Agent. On the basis of his work in 1901 the Company felt warranted in giving him charge of Muskoka and Parry Sound Districts with headquarters at Gravenhurst. His success thus far this year in a field hitherto very little worked for the Imperial, would lead us to predict a splendid record for his Agency.

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### **A PERSONAL MATTER.**

**What are you personally** going to contribute to our 1902 business? Have you made it your paramount object to reach a certain goal at December 31st 1902, by determining to secure a definite amount each month? The attainment of this object will reflect credit not only upon yourself but upon the Company and its business in your District. Last year was made our record year by each individual on the Agency staff determining to write a certain amount of business each month, and the same conditions at work in 1902 cannot fail to bring success to you, your clients and your Company.

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### **A FEW POINTERS.**

The important features of the past year's business, and the Company's history as disclosed by our Annual Report, should be so thoroughly known, so thoroughly appreciated and so indelibly impressed upon the mind, that they will form one of the most valuable aids in an Agent's canvass. A judicious use of the strong features of the Imperial's impregnable financial position, in argument, is of inestimable value. Most men are proud of being associated with a sound, progressive financial institution; so will a policy-holder with such a life insurance company.

### **Some Important Features.**

No. 1. The Imperial's reserves are over \$80,000 greater than the reserves according to the Government standard; an evidence of the abundant security afforded to policyholders.

No. 2. The placing of the Imperial's reserves on a 3½ per cent. standard was an entirely voluntary step on the part of the management; an evidence that policyholders' security is the paramount consideration with the Directors.

No. 3. The Imperial's net surplus to policyholders, calculating the reserves on the Government standard, would be \$132,928.00, or over 18½ per cent. of the reserves; an evidence of careful management, and substantial profit earnings.

No. 4. The average rate of interest earned by the Company on its investments during 1901 was 5.39 per cent. The average rate, deduced from the last official

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**Keep up the Monthly Increase.**

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returns, for all Canadian companies was 4.56 per cent. ; of all U. S. companies in Canada, 4.31 per cent. ; of all British companies in Canada, 4.03 per cent. Only one company earned a higher rate than the Imperial.

No. 5. The excess of interest earned (5.39 per cent.) over that at which the Imperial's reserves are calculated (3½ per cent.) is 1.89 per cent., being a larger surplus interest earning than that of any other Canadian company, with one exception.

No. 6. The difference between the rate of interest earned, 5.39 per cent., and that at which the reserves of the Company are calculated, 3½ per cent., being 1.89 per cent., forms a large annually increasing fund, amounting at present to more than \$22,000, which will be mainly available for surplus.

No. 7. The Imperial Life was the first Canadian Company to adopt the 3½ per cent. reserve in respect of its entire business.

No. 8. The Imperial Life is not in the position of most of the other Canadian companies, which have to make up within the next few years the difference between the 3½ per cent. reserve, and the 4 per cent. or 4½ per cent. reserve upon which their old business is at present based. The large amount necessary to comply with the legal requirements, can only come out of accumulated surpluses in bulk at one time, or gradually out of future yearly earnings, the result being that in either case the surplus returns to policy-holders would be seriously disturbed.

No. 9. In the year 1900 the amount of life insurance effected was considerably more than four times that effected 25 years ago, an evidence of the growing popularity of the system.

No. 10. The preference of Canadians to deal with Canadian Life Insurance Companies rather than with foreign institutions, is founded on the just belief and experience that home companies can do equally as well for their policy-holders as outside companies can do, if not better. This preference is shown in the following figures, indicating the business transacted in 1876 and 1900 by the Canadian, British and United States Companies :

	Canadian Co.'s.	British Co.'s.	United States Co.'s.
1876.....	39.4%	12.1%	48.5%
1900.....	55.9%	5.4%	38.7%

No. 11. The new business transacted in 1901 by the Imperial amounted to \$3,974,000, an evidence that the management is active, and the agency staff efficient.

No. 12. No less than \$776,500 of applications were declined or not completed at the close of 1901. This, combined with the fact that the death losses for 1901 have been less than were expected, is an evidence that much care has been exercised in the selection of risks.

No. 13. That the funds, amounting to \$1,339,804, have been carefully and wisely invested is attested by the fact that the Company has never lost a dollar in an investment, that there is no investment causing the least anxiety, and that the average rate of interest earned in 1901 was 5.39 per cent.

No. 14. That the business secured by the Company has been of a most satisfactory character, is evidenced by the fact that the net addition to the total assurance in force amounted to over \$2,000,000, and that the total assurances existing on December 31st, 1901, amounted to \$11,236,700.




No. 15. The progress and success of The Imperial is, perhaps, best illustrated by the following table :

Period: Dec. 31st.	Insurance in force.	Prem. Income.	Interest Income.	Total Income.	Assets.	Reserves for Policies and Annuities.
1897.....	\$ 1,185,725	\$ 32,399	\$10,987	\$ 43,387	\$ 340,479	\$ 38,426
1898.....	4,169,125	117,887	12,464	130,352	677,061	180,761
1899.....	7,142,625	215,827	27,406	243,233	930,443	441,112
1900.....	9,226,350	315,724	36,272	351,996	1,102,092	597,488
1901.....	11,236,700	395,170	53,502	448,672	1,339,543	798,785

No. 16. 39 per cent. of the invested assets are in mortgages on real estate, which have been selected with unusual care, and in no instance has a loan been made where the value, as determined by a competent valuator, was not at least twice as great as the loan. \$411,730, or 36 per cent. of the Company's funds are invested in bonds and debentures—securities of the highest order, many of which if sold now would realize a handsome profit over the amount entered in the Company's books.

No. 17. Policyholders in the Imperial Life are, practically, in the same position as members of a company dividing exclusively among the policyholders themselves

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
LIFE  
AGENTS' NEWS

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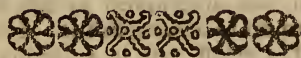
the surplus arising out of their own assurances. Unlike, however, the members of such a company (in which all the benefits—bonus additions to policies, temporary or permanent reductions of premiums, surrender values, and even the sum assured—depend for their ultimate realization on the successful workings of the company), Imperial Life policyholders have the absolute guarantee of a substantial paid-up capital that all such benefits when once contracted for can never be modified or withdrawn, but will be fulfilled in their entirety.

No. 18. The results of the past year, which makes the operations for 1901 the most successful in the Imperial's history, are exhibited in the following ;

	1900.	1901.	Increase.	%
1—Total Assurances in force .....	\$9,226,350	\$11,236,700	\$2,010,350	21.8
2—Total Assets .....	1,102,092	1,339,804	237,712	21.6
3—Reserves on Policies and Annuities ..	597,488	798,785	201,297	33.7
4—Annual Premium Income .....	319,860	395,170	75,310	23.5
5—Annual Income from int. on inves'm't	36,273	53,502	17,229	47.5
6—Total Annual Income .....	356,133	448,672	92,539	26.0



# THE IMPERIAL LIFE AGENTS' NEWS



Vol. 3 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 3

## TO IMPERIAL LIFE REPRESENTATIVES.

GENTLEMEN:—

On behalf of the Company's Executive, I tender you our hearty congratulations upon the magnificent success which has attended your efforts during the first quarter of 1902 just closed. Although we fall a trifle short of the \$1,000,000 aimed at for the three months, our business shows a splendid increase over that for the same period of 1901—over 25%—an increase that justifies us in taking a most promising view of our work for the balance of the year. When we consider the relatively large business done during the first quarter of 1901, this substantial increase cannot but be considered a noteworthy achievement and must materially strengthen your hands in future efforts.

To-day the flag drops for the second quarter of the year, a period when all pursuits take on new hopes and higher aims, and when redoubled energy and enthusiasm are the dominating characteristics. Is there any reason why the second quarter should not show a good all round increase over the results of the first quarter? Our organization has been greatly strengthened since January 1st; new fields have been and are being opened up which have not heretofore contributed any business; financial, industrial and agricultural prosperity is a continued fact and the beneficial effects following the making public of our last and best annual statement are beginning to be felt all over. Moreover our plans of insurance and our form of policy contract, which have no peer, continue to meet with strong public approbation, and, as a result, still greater confidence is being exhibited in the Company and its sound management.

In view of these conditions, April, May and June should not give us less than \$333,000 each or \$1,000,000 for the second quarter. The factors which will do more than any others to produce these results are "PERSONAL RESPONSIBILITY AND PERSONAL EFFORT."

Yours truly,

*J. Bradshaw*

Secretary.

## A BUSINESS OF OPPORTUNITIES.

"Life Assurance is a business of boundless opportunities ; it is a democratic business. The smallest producer in the ranks may some day be the largest, or the manager of the greatest agency, or an officer of his Company ; he may, if he displays more ability, more energy, more get-there quality than the others who are working side by side with him. What a man can accomplish in this business depends simply on what he is able and willing to do to accomplish it. I hear someone say "Oh yes, that's all right, but how can I, a small man in a country town, ever hope to compete with the big fellows in the cities?"—and then ten to one he sits down and folds his hands and thinks about his disadvantages. Let that man commit this to memory :—

**"The law of nature is: do the thing and you shall have the power; but they who do not the thing have not the power."**

It is only by doing, that you can do ; by producing that you can produce. Let the man above referred to begin by assuring every assurable life in his town ; whenever the time comes when he has really exhausted his field, or, what is more likely to be the case when he has outgrown it then it will naturally follow that he will be removed to wider opportunities. There is no lack of material to work upon ; the question is simply to pick it out and do the work. There is no lack of room for advancement ; the problem is simply to earn the right to advance. Men get ahead by pushing ahead ; they are not coaxed to come to the front and receive as the reward of inaction and indifference the high prizes of life."

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### THE RIGHT SPIRIT.

"I was very much pleased to know we had written such a nice business in January and February, or at least had made such gains over last year, and I sincerely trust that each month will show a similar gain. I would give a good deal to see The Imperial turn the \$4,000,000 mark of accepted business this year. I feel very confident of Nova Scotia being able to give \$400,000."—*A. H. Fair, Provincial Manager, Halifax, N. S.*

This extract contains just exactly the sentiments which we hold concerning our business for this year. We have advised Mr. Fair that if Nova Scotia will give us \$400,000 of accepted business this year—being one-tenth of the \$4,000,000 referred to—that all our other Provincial Managers and Agents will surely be able to give us the other nine-tenths. What do the agents outside of Nova Scotia say to the challenge?

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### AN EMINENT ACTUARY'S CHALLENGE

*Concerning the Alleged Longevity of British Assessment Societies not Taken Up.*

In *The Chronicle* of 15th November last, a letter appeared from Mr. David Parks Fackler, the eminent New York Actuary, in which he offered to pay \$1,000, "to the first man who shall produce satisfactory proof, within three months, that, friendly societies, as conducted in America prior to 1895, have existed in Great Britain for over one hundred years prosperously and successfully." Whoever was desirous of accepting this challenge was required to put up \$100 to guarantee the production of satisfactory proof within three months, which sum was to be placed in the hands of Mr. W. Fitzgerald, Superintendent of Insurance, Ottawa, who was to be Referee to decide the case, and to be also the custodian of Mr. Fackler's challenge deposit of \$1,000.

No person having taken up the glove thrown down by Mr. David Parks Fackler, in order to win the prize of \$1,000, he has addressed to us the following letter :

New York, Feb. 15, 1902.

EDITOR INSURANCE AND FINANCE CHRONICLE, Montreal, Canada :

DEAR SIR,—When I sent that challenge for the assessment people to prove the correctness of the



assertion that there are assessment societies in England hundreds of years old, I noted in my diary for this date, that the three months for taking up the challenge would expire to-day.

As no one has informed me of his intention to present proofs within the *three further months* allowed for doing so, it seems clear that no assessment partisan has faith enough in the legend to put \$100 against my \$1,000; therefore, the claim should henceforth be considered as utterly exploded.

I would state that I have not made the challenge as a partisan of what is called "regular" insurance, for some of my most esteemed friends are connected with fraternal organizations, which, if scientifically conducted, are really nothing but mutual life insurance companies.

Yours very truly,

D. PARKS FACKLER, Consulting Actuary.

The legend or rather myth, respecting the antiquity of British assessment societies sprang from some Westerner's morbid imagination. Its proper place is in a collection of tales like Jack and the Bean-stalk.—*Finance Chronicle, Montreal.*

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### THE THIRD CONVENTION.

Our representatives will by this time have received the notice of our 1902 Convention, to be held some time during the month of September next, and the amount of business which will entitle them to attend at the Company's expense. Those who attended the Convention last year probably still have recollections of a pleasant and instructive outing, and we anticipate that the coming meeting will in every way overshadow its predecessor.

Just in this connection we would like to give our representatives a word of warning. "Do not leave a large balance of business to be secured during the last month." The surest plan is to put down a proportionate amount for each month, and aim to secure at least that amount. The Head Office does not wish to be "swamped" with an extraordinary amount of business just before the Convention which, on account of its volume, will excite suspicion as to its genuineness.

We particularly ask that you endeavor to keep up the monthly average, and have April make as good a showing as August.

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### ADDITIONAL BELIEVERS.

Since the list of Imperialites insured with the Company was published last month, we have received applications from the following representatives:

J. L. Mancini, Montreal, Que.

T. M. Grover, Regina, N. W. T.

N. D. Bell, Port Elgin, Ont.

A. J. B. McLachlan, MacLeod, N.W.T.

R. E. Brett, Victoria, B. C.

W. M. Ewart, Merrickville, Ont.

R. E. Boisseau, Quebec, Que.

A. M. Crofton, Sydney, C. B.

Geo. Walters, Pincher Creek, N. W. T.

J. B. Waddell, Carleton Place, Ont.

J. L. Webster, Ottawa, Ont.

J. A. Labelle, Joliette, Que.

There is room for equally as large an addition during April.

It would be a splendid evidence of Imperialites' confidence in their Company if it could be said that every agent who attended the 1902 Convention carried a policy with it. This should be the case.

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### A VALUABLE CIRCULAR.

The pamphlet "An Ideal Policy" has been reprinted in a revised form. Many Imperialites consider this one of their best canvassing documents, as it gives in a concise and attractive form the strong features of the Company's unexcelled position. A card to your District Agent or to the Head Office will bring you a supply.



## MOMENTUM IN MEN.

"It is the man with the greatest amount of momentum in his nature that can best lead, influence and direct others.

In physics, momentum is the power of overcoming resistance by reason of motion, and is comprised of two elements—mass and velocity. The heavier the mass and the greater the velocity, the greater will be the momentum. However, a swift-flying swallow has less momentum than a slow moving ferryboat, because of the greater bulk of the latter; and a small boat sailing briskly has less power to displace than a large steamer moving at only one tenth the rate.

So it is with men. Some possess greater momentum than others. He who couples *character* and *ability* with *energy* becomes an irresistible force in influencing others in his way of thinking; and when in the pursuit of an object he carries everything before him. But the incompetent man, who goes at things impetuously, without the backing of strong mental and moral qualities, is easily blocked and discouraged, or else is deflected from his purpose altogether when an obstacle gets in his way.

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## LIST OF PROMINENT POLICYHOLDERS.

The Company will issue a revised edition of the pamphlet, "Prominent Policyholders," about April 15th. This intimation is given in order that you may have an opportunity of closing up any "large" prospects you may have, in time to be included in this, which is perhaps the most telling and convincing document ever placed in the hands of a field man. All persons assured for \$5,000 or more are entered in it.

If some of your old policyholders only carry \$2,000 or \$3,000 now, they can be included by bringing their total insurance in The Imperial up to \$5,000.

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## ANOTHER GOOD TALKING POINT.

Since the commencement of the Company the interest received from investments has been more than sufficient to pay all death losses,—the excess is represented by the substantial balance of \$7619.03. Considering that The Imperial has not the large accumulated funds of the older institutions earning interest, the result is most gratifying to policyholders and representatives, inasmuch as it is a striking evidence of the care taken in the selection of our lives, of the skilful manner in which our investments are handled and speaks well for profit returns to policyholders.

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## THE APRIL HONOR ROLL.

In addition to the names which appear in the March Honor Roll we would especially like to see the following representatives secure places in the April Roll. They are all capable of doing so and if hard work will assist them, their names should be found there

N. D. Bell.  
Rev. S. A. Dyke.  
T. M. Grover.  
G. A. Lane.  
H. Thomson.  
W. D. Mills.  
A. Duncan.  
J. F. Hewitson.  
C. F. Stewart.

H. B. Shaw.  
G. I. Riddell.  
J. H. Macabe.  
J. L. Mancini.  
W. H. Seymour.  
E. Storey.  
W. H. Bessey.  
J. L. Mowat.  
D. C. Sanderson.

A. R. Martin.  
J. E. McCuaig.  
Jas. Mowat.  
C. B. Munroe.  
T. A. Thorburn.  
J. T. Purdon.  
J. B. Vantour.  
Rev. A. W. Ross.  
F. B. Springer.

## THE HONOR ROLL.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed :—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :
  - (A) In regard to the amount of new insurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there will be a summary giving the number of times the agent's name appeared in the honor roll up to date.

	Policies	Rank	Premiums	Rank
E. W. Chandler Campbellton, N. B..	\$22,000 ....	1 ....	\$ 500 60 ....	4
A. H. Fair, Halifax, N. S.....	19,000 ....	2 ....	1,235 30 ....	1
E. S. Miller, Montreal, Que.....	19,000 ....	2 ....	1,063 30 ....	2
J. A. Labelle, Joliette, Que.....	18,500 ....	4 ....	604 45 ....	3
J. Holland, Fredericton, N. B.....	14,000 ....	5 ....	452 25 ....	5
J. A. Leonard, Edmonton, Alta.....	11,000 ....	6 ....	265 90 ....	11
W. E. Kerr, Toronto, Ont.....	10,000 ....	7 ....	377 85 ....	6
A. S. Wickware, Ottawa, Ont.....	7,500 ....	8 ....	307 75 ....	8
J. Cawley, Brockville, Ont.....	7,000 ....	9 ....	297 65 ....	9
G. Walters, Pincher's Creek, N. W. T..	7,000 ....	9 ....	133 20 ....	17
H. F. Staples, Fredericton, N. B.....	7,000 ....	9 ....	284 20 ....	10
F. G. Allgeier, Sault Ste. Marie.....	7,000 ....	9 ....	260 80 ....	12
F. G. Hearne, Toronto, Ont.....	7,000 ....	9 ....	248 35 ....	13
J. B. Cooke, Kingston, Ont.....	6,000 ....	14 ....	183 95 ....	14
W. A. McCallum, Port Arthur, Ont...	6,000 ....	14 ....	141 75 ....	16
J. B. Primeau, Montreal, Que.....	5,000 ....	16 ....	150 25 ....	15
W. J. Marshall, Waterloo, Ont.....	5,000 ....	16 ....	350 00 ....	7

## STANDING OF THE AGENCIES FOR MARCH.

- |   |   |
|---|---|
| 1—Montreal, Que.<br>2—St. John, N. B.<br>3—Head Office.<br>4—Halifax, N. S.<br>5—London, Ont.<br>6—Ottawa, Ont.<br>Edmonton, Alta.<br>7—Winnipeg, Man.<br>8—Toronto, "K."<br>9—Vancouver, B. C.<br>10—Kingston, Ont.<br>11—Brockville, Ont.<br>Pincher Creek, N.W.T.<br>Sault Ste Marie, Ont.<br>Toronto, "H."<br>12—Port Arthur, Ont.<br>13—Waterloo, Ont.<br>14—Brandon, Man. | Nassau, N. P.<br>Port Elgin, Ont.<br>Regina, N. W. T.<br>St. Catharines, Ont.<br>Toronto, "L."<br>Victoria, B. C.<br>15—Hamilton, Ont.<br>16—Collingwood, Ont.<br>Durham, Ont.<br>17—Calgary, N. W. T.<br>Gravenhurst, Ont.<br>MacLeod, N. W. T.<br>Toronto, "B."<br>Toronto, "T."<br>18—Peterboro, Ont.<br>Toronto, "City."<br>Toronto, "R." |
|---|---|



**THE FOLLOWING LIST GIVES THE AGENTS WHOSE NAMES  
HAVE APPEARED ON THE "HONOR ROLL" DURING  
THE FIRST QUARTER.**

A. S. Wickware, Ottawa, Ont ..	3 times	H.B. Shaw, Indian Head, N. W. T.	1 time
J. A. Labelle, Joliette, Que....	3 "	Rev. S. A. Dyke, Toronto, Ont.	1 "
E. Winter, Leamington, Ont....	2 "	J. H. Macabe, Toronto, Ont....	1 "
R. Hall, Brandon, Man.....	2 "	A. McN. Shaw, St. John, N. B....	1 "
E. S. Miller, Montreal, Que....	2 "	J. T. Purdon, Berwick, N. S....	1 "
Rev. A. W. Ross, Portage La Prairie, Man.....	2 "	G. R. Hamilton, London, Ont....	1 "
J. Cawley, Brockville, Ont....	2 "	G. F. Driscoll, Ottawa, Ont....	1 "
H. F. Staples, Fredericton, N. B.	2 "	W. H. Bessey, Toronto, Ont....	1 "
A. H. Fair, Halifax, N. S.....	2 "	D. C. Sanderson, Gravenhurst, O.	1 "
Jas. Holland, Fredericton, N. B.	2 "	E. W. Chandler, Campbellton, N.B.	1 "
J. S. Wallace, Winnipeg, Man..	1 time	J. A. Leonard, Edmonton, Alta...	1 "
S. P. Saunders, Nassau, N. P..	1 "	W. E. Kerr, Toronto, Ont.....	1 "
W. J. Murray, Toronto, Ont....	1 "	G. Walters, Pincher Creek, N.W.T.	1 "
Dr. D. Lowrey, Toronto, Ont..	1 "	F. G. Allgeier, Sault Ste Marie, O.	1 "
J. E. Bill, Wolfville, N. S.....	1 "	F. G. Hearne, Toronto, Ont....	1 "
W. H. Seymour, Hamilton, Ont.	1 "	J. B. Cooke, Kingston, Ont....	1 "
J. E. McCuaig, Ottawa, Ont....	1 "	W. A. McCallum, Port Arthur, Ont	1 "
J. W. W. Stewart, Vancouver, B.C.	1 "	J. B. Primeau, Montreal, Que. .	1 "
		W. J. Marshall, Waterloo, Ont..	1 "

**HONOR ROLL FOR THE FIRST QUARTER.**

The following list contains the names of those representatives who personally secured during the first quarter applications to the extent of \$15,000 or over, which were accepted by the Company :—

A. H. Fair, Halifax, N. S.....	\$40,000	....	1	....	\$2,091	65	....	1
J. A. Labelle, Joliette, Que.....	34,500	....	2	....	1,212	10	....	3
E. S. Miller, Montreal, Que.....	27,000	....	3	....	1,421	90	....	2
J. S. Wallace, Winnipeg, Man.....	26,000	....	4	....	796	70	....	7
H. F. Staples, Fredericton, N. B.....	24,000	....	5	....	1,130	35	....	4
E. W. Chandler, Campbellton, N. B..	22,000	....	6	....	500	60	....	14
A. S. Wickware, Ottawa, Ont .....	21,000	....	7	....	988	35	....	5
James Holland, Fredericton, N. B....	20,000	....	8	....	725	15	....	9
S. P. Saunders, Nassau, N. P.....	19,500	....	9	....	845	20	....	6
Dr. D. Lowrey, Toronto, Ont.....	17,000	....	10	....	519	05	....	13
J. Cawley, Brockville, Ont .....	16,000	....	11	....	700	40	....	10
J. A. Leonard, Edmonton, Alta.....	16,000	....	11	....	411	40	....	15
Rev. A. W. Ross, Portage La Prairie, Man.	15,500	....	13	....	543	45	....	12
R. Hall, Brandon, Man.....	15,000	....	14	....	575	65	....	11
Ed. Winter, Leamington, Ont.....	15,000	....	14	....	768	80	....	8



## STANDING OF THE AGENCIES FOR THE FIRST QUARTER.

1—Montreal, Que.	Toronto, "B."
2—St. John, N.B.	19—Port Arthur, Ont.
3—Winnipeg, Man.	Toronto, "City."
4—Head Office.	20—Durham, Ont.
5—Halifax, N.S.	Pincher Creek, N.W.T.
6—Ottawa, Ont.	21—Port Elgin, Ont.
7—London, Ont.	Waterloo, Ont.
8—Vancouver, B.C.	22—Collingwood, Ont.
9—Nassau, N.P.	Regina, N.W.T.
10—Toronto, "L."	St. Catharines, Ont.
11—Central Ontario.	Toronto, "R."
12—Brockville, Ont.	Victoria, B.C.
Edmonton, Alta.	Whitby, Ont.
13—Brandon, Man.	23—Calgary, N.W.T.
14—Kingston, Ont.	24—MacLeod, N.W.T.
Sault Ste. Marie, Ont.	Midland, Ont.
15—Hamilton, Ont.	Toronto, "B."
16—Toronto, "H."	25—Belleville, Ont.
Toronto, "K"	Creemore, Ont.
17—Gravenhurst, Ont.	Peterboro, Ont.
18—Arthur, Ont.	

### NOTES.

**Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B. C.,** advises that the aim of the British Columbia Agency staff is \$300,000 for 1902. Mr. Stewart and his men have started out in the right spirit, by putting a definite goal in front of them. We wish them every success in their undertaking.

**Mr. J. S. Wallace, Provincial Manager, of Winnipeg, Man.,** is another manager who has "put his shoulder to the wheel" in earnest. He writes, "Nothing short of \$325,000 will satisfy me this year." Judging from his work during January, February and March, there is every prospect of his aim being accomplished. Mr. Wallace always "means what he says," and it remains to him to redeem his words during 1902.

**Mr. A. H. Fair, Provincial Manager, Halifax, N. S.,** leads the "Honor Roll" for the first quarter by a goodly margin; he has also secured second place for March. Mr. Fair is a hard worker and when he has got his eye on a place he is pretty sure to get it.

**Mr. A. S. Wickware, District Manager at Ottawa, Ont.,** writes, "I may say that we have applications written for our full \$60,000 for the three months and we hope to exceed our anticipations." Mr. Wickware is to be congratulated upon the success which has attended his efforts during the first quarter. His name has appeared on the "Honor Roll" every month, and his agency secured 6th place in the "Standing for the Quarter."

**Mr. Robert A. Starke, of Montreal, Que.,** is a recent addition to the staff of the Imperial. He signalizes his connection by forwarding an application for \$5,000 on the 15 Year Endowment Guaranteed Security Plan with a premium of \$438.50. This is an excellent commencement and we anticipate that he will send us a good line of business towards the \$1,000,000 for the second quarter.

Mr. E. W. Chandler of Campbellton, N. B. is one of Mr. Shaw's new men and the results of his first month's work is certainly encouraging. He writes "I have taken up the Imperial's work for the next year and thrown up my other engagement. I trust and firmly believe that the change will be a profitable one for myself and I hope a satisfactory one to Mr. Shaw and the Company." We feel no doubt on that point.

Mr. Jno. Cawley District Agent at Brockville, Ont., writes in reply to our letter inviting him to the Convention, "I will agree to put in \$50,000 as requested." We trust that a large majority of our agents can speak of their prospects in such a decided manner.

Montreal Agency leads the agencies for the first quarter, with new policies credited to it amounting to almost one quarter of its quota for the year. Mr. Miller has aimed high for 1902, and his success thus far is all the more gratifying to the Head Office officials.

**CONFIDENTIAL**

V. L. 3. TORONTO, APR 1st, 1902. No. 3

**THE IMPERIAL  
LIFE  
AGENTS' NEWS**



**THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada**

St. John Agency has exceeded its quota for the quarter by several thousand dollars—an achievement upon which we heartily congratulate Mr. Shaw, the Provincial Manager. It would appear that we may count upon Mr. Shaw largely exceeding his estimate of \$300,000 for the year.

Mr. J. A. Labelle, of Joliette, Que., is an Imperialite who deserves great credit for his work thus far this year. His name has appeared each month on the "Honor Roll" and he has secured second place on the "Honor Roll" for the quarter. During January, February and March he closed 32 applications.

Mr. J. L. Mancini, the efficient Inspector of the French Department for the Province of Quebec, has shown especial strength in organizing work. No little credit is due to him for Mr. Labelle's connection with the Imperial. During the month of March Mr. Mancini has done very excellent work in the City of Quebec. His success is undoubtedly due to his untiring, persistent and enthusiastic efforts; he is always planning for, and thinking and dreaming of the Imperial.



# THE IMPERIAL LIFE

## AGENTS' NEWS

Vol. 3 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 4

### AN IDEA—A TRIAL—A SUCCESS.

One of our Provincial Managers, (Mr. J. S. Wallace, Winnipeg,) was one day thinking over his business and his possible prospects for insurance, when an idea occurred to him, which he immediately put into effect, as follows :—

"A gentleman whom he knew, had recently secured a good position some hundreds of miles away. He filled out an application as far as he could for him, and mailed it to him accompanied by a letter suggesting some extra insurance, and explaining to him how he could go to the Medical Examiner, etc. The application was returned to him completed, and the Imperial has issued the policy for \$5000.

"In a town fifty miles away was another gentleman who had already \$2,000 of insurance in the Imperial and whose birthday was drawing near. He filled out an application for \$3,000 and mailed it to him, accompanying it by a letter in which he pointed out the advantage of adding more insurance before his birthday etc. The application was returned, completed, together with a draft for the amount of the premium."

Again and again has the Manager referred to met with success along this line, and we heartily commend the method to the consideration of all our representatives.

### A SUCCESSFUL METHOD.

One of the most novel and successful schemes of advertising was adopted by a gentleman, a Mr. Rose, who intended opening out as a merchant in a town in Western Ontario some years ago. About a month previous to going there he placarded the fences, buildings, and gate posts for miles around with "Rose is coming." No other announcement or explanation was made until he was ready to start, when his former placards were covered with another "Rose is here." His business was a success from the very beginning and he is to-day one of the most successful wholesale and retail merchants in Ontario.

Parallel to this in Life Insurance, is the plan of making a list of prospects whom it is intended to canvass. The first week mail a few blotters, the next week a leaflet of literature, the next a memorandum book, or a folder explaining some particular

May—\$420 000



policy. Then the agent proceeds to call upon his list, and finds that the Company is not new to them. They have had the Company brought to their notice, and have been thinking of insurance ; the ice has been broken, and the agent's canvass is greatly facilitated. One agent made a list of eighteen names, and after following the plan outlined, called upon the eighteen, closing seven of them on the first interview. The plan can be used to good purpose by all representatives, and especially by new agents and old agents in new fields. Try it.

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## SEEING THE LIGHT.

*(From The Bulletin.)*

The Canadian Fraternal Association held its Annual Meeting in Toronto on April 24th, with about sixty delegates present. The Societies represented were :—

Canadian Order Chosen Friends.

Catholic Mutual Benevolent Association.

Ancient Order United Workmen.

Catholic Order Foresters.

Canadian Order Odd Fellows.

Independent Order Foresters.

Knights of the Maccabees.

Canadian Order Home Circles.

Odd Fellows' Relief Association.

Royal Arcanum.

Royal Templars.

Sons of England.

Some straight talk regarding the inadequacy of the rates charged by these societies was indulged in by the President. He said in part :—

"We admit practically that the tables of rates under which the  
"majority of us are doing business are insufficient, that our plans  
"are wrong, and that we are misleading our membership when  
"we tell them by inference if not by words that they are to receive  
"whole life protection. We do not want any more societies on a  
"wrong system but we want to go on and get in new members on  
"our old tables which we admit are faulty. It is a difficult matter  
"to change plans and systems which have been working for thirty  
"years, but honesty should compel us to have that which is wrong  
"made right. We can then appeal to the public with clean hands.  
"Are we not placing ourselves in a very ridiculous light, when many  
"of us with rates far below what are necessary, with an accumulation  
"of impaired risks on our hands which will have to be accounted for  
"during the next twenty years, continue to do wrong, and say that  
"we cannot now do otherwise?"

Well-informed members of our Assessment Societies have for some time past been fully aware of the fact that not only are the rates charged by these societies inadequate to furnish whole life protection, but that the assessment system upon which they operate is unsound. It is not often, however, that we get such a candid admission of the fact in public as given above.

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**Did you ever know an intelligent, laborious man who was not  
a victorious man ?**

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## THE 1902 CONVENTION.

It is just two months since each representative started to secure the amount necessary to entitle him to attend our 1902 convention at the Company's expense, and at the present time a short survey of what we have accomplished may be of material assistance to us, and will show us just how we stand.

Some of our representatives are doing splendid work,—are keeping at it hammer and tongs every day,—and the result of their efforts is certainly a magnificent tribute to their intelligent representation of the Imperial Life. They have put before them a definite aim,—they are leaving no stone unturned to keep up their monthly average, and after two months' work we feel that their attendance at the Convention is practically assured. Their work is becoming easier every day—success brings success—and they have the enthusiastic interest in their work that can only result that way.

Others have up to this time, only met with mediocre success. Their efforts do not appear to have sufficient concentration—they have not given themselves to the accomplishment of a definite aim,—and as a result their work is spasmodic and without system.

Definite and systematic effort combined with enthusiasm is the great secret of success in life insurance field work. The man who says, "I will do my best," may have the best of intentions, but he has nothing to gauge himself by. Let him say "I will do \$—— of business this year"; form his plans, and then set to work in such an enthusiastic and indefatigable manner that all obstacles in his path will be easily overcome.

Each one of us has an object before us. We all wish to attend the Convention and the Company wishes to have us all there, and is there any reason why the entire Imperial Staff should not come together next September? There are still four months, and a little extra effort on the part of those who have fallen behind will undoubtedly bring them in the van again. Let us all bring to bear, during the next four months, our very best talents and our greatest energy, so that our 1902 Convention will be the best attended and most successful in the Company's history.

### RATE OF INTEREST EARNED BY UNITED STATES LIFE INSURANCE COMPANIES DURING 1901 ON MEAN AMOUNT OF INVESTED ASSETS.

*(From The Spectator, New York.)*

Aetna Life.....	4.34 %
Equitable Life.....	4.08 "
Germania Life.....	4.50 "
Metropolitan Life.....	4.21 "
Mutual Life.....	4.10 "
New York Life.....	4.08 "
Provident Savings Life.....	4.41 "
Travelers .....	4.22 "
United States Life .....	4.82 "

It will be remembered that the average rate of interest earned by the Imperial in 1901 was 5.39 per cent.

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**It isn't what you are GOING TO do that tells, but what you DO do.**

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## RE DAILY NOTE REPORT.

Some of our representatives are using the "Daily Note Report" form to send in notes taken with new applications. As form No. 144 says, "which notes I enclose," it is not necessary to use the Note Report form.

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### THOSE WHO NEED LIFE INSURANCE.

Those who have an income.

Those whose savings are small.

Those who have others to keep.

Those who have a business to protect.

Those who have large investments to make safely and profitably.

Those who wish to secure an income or estate for others or themselves.

Those who wish to provide for others, and have only a life interest in an estate.

Those who wish money available at a certain period for the education of children.

Those who can save a small sum annually through household or personal economies, in order to lay up for a rainy day.

Those who wish to be absolutely certain that they will not be without money in the later years of life.

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### ADVERTISING.

Considerable advertising is being done, with good results, by Imperial Life representatives on their own account. We will publish hereafter from time to time sample advertisements, which, if inserted in their local papers, will undoubtedly assist to popularize the Company. The two on the back page of this issue will be found attractive, especially if they are placed next to reading matter. Advertising is a good thing if done judiciously—spend a few dollars of your money and you will reap hundreds.

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### THE PASSING AWAY OF ASSESSMENTISM.

Superintendent Wagner, in his advance report, states that eight years ago there were 26 assessment associations doing business in the State of Missouri having 25,000 policies in force and representing \$53,721,330 of insurance. Of this number twelve have reorganized as level premium companies or re-insured, about 9 passed into the hands of receivers, three withdrew and only one of the 26 is still doing business in Missouri. This one, with two that have been organized, constitute the three assessment associations now doing business in Missouri. Mr. Wagner says: "Many of our citizens have lost their insurance protection on account of the methods of business of these associations, and are now past the age limit or so physically impaired that they cannot obtain insurance elsewhere. Viewing the remains of so many wrecks, which have thus recently occurred, I am forced to the conclusion that it would be a wise move on the part of the Legislature to repeal in its entirety the assessment laws of this State, and thus prohibit the organization or recognition of a class of business which has caused such a loss and disappointment to many of the citizens of this State."—*Insurance and Finance Chronicle, Montreal.*

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Systematic effort wins the day.



## HOW TO INTEREST AN APPLICANT.

\* Never mail a collection of literature to a possible applicant. It will surely go to the waste-paper basket. One leaflet or item of literature will be read, and especially if accompanied by a *very brief* letter, drawing attention to some particular feature.

## REGARDING ENQUIRY CARD TO POLICY-HOLDERS.

We have heretofore forwarded our agents a supply of blue cards to be enclosed with notices of premiums falling due asking for the names of persons who would likely be interested in the Company's plans. Our stock of this card is exhausted, and unless our representatives find the form of material benefit, it is not our intention to order a further supply. Let us have an expression of opinion from all in this connection.

## THE GUARANTEED SECURITY POLICY.

It is a significant fact that a majority of our most successful representatives secure their applications almost entirely on the Guaranteed Security Plan. Apparently they find that its features are the most attractive to the assured and most valuable in competition, and, consequently, make it their main "stock in trade."

There is a great deal to be said in favor of the "one policy" canvass, and especially when such a contract as the Guaranteed Security Policy is put in the Agent's hands. The representatives who take a policy and "push it," become so familiar with it,—its clauses, benefits, privileges, etc., that they can meet every question satisfactorily; all their thoughts are directed to this one policy and consequently it receives a more intelligent representation. In nine cases out of ten the "one policy" man is the one who meets with the greatest success.

## STANDING OF THE AGENCIES FOR APRIL.

- |                          |                      |
|--------------------------|----------------------|
| 1—Montreal, Que.         | 15—Hamilton, Ont.    |
| 2—Winnipeg, Man.         | 16—Port Elgin, Ont.  |
| 3—Head Office.           | Whitby, Ont.         |
| 4—Halifax, N.S.          | 17—Durham, Ont.      |
| 5—London, Ont.           | Port Arthur, Ont.    |
| 6—St. John, N.B.         | Waterloo, Ont.       |
| 7—Brockville, Ont.       | 18—Calgary, N.W.T.   |
| 8—Ottawa, Ont.           | Edmonton, N.W.T.     |
| 9—Vancouver, B.C.        | Gravenhurst, Ont.    |
| 10—Toronto, "City."      | Norwood, Ont.        |
| 11—Victoria, B.C.        | Toronto, "H."        |
| 12—Kingston, Ont.        | Toronto, "T."        |
| 13—Regina, N.W.T.        | 19—Port Hope, Ont.   |
| Nassau, N.P.             | St. Catharines, Ont. |
| 14—Sault Ste Marie, Ont. | Toronto, "B."        |
| Toronto, "K "            | Toronto, "R."        |
| Toronto, "L."            |                      |
| Brandon. Man             |                      |

Four months to the Convention.

## THE HONOR ROLL FOR APRIL.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed:—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :
  - (A) In regard to the amount of new insurance accepted in the month.
  - (B) In regard to the total annual premium thereon.
- (3) Each month there will be a summary giving the number of times the agent's name has appeared in the honor roll up to date.

	Policies.	Rank.	Premiums	Rank.	No. of times on Honor Roll.
J. S. Wallace, Winnipeg, Man.....	\$24,500	1	\$864 35	1	2
J. A. Labelle, Joliette, Que.....	16,500	2	568 00	2	4
J. Cawley, Brockville, Ont.....	15,500	3	315 50	9	3
J. T. Purdon, Berwick, N.S.....	14,000	4	473 45	3	2
J. H. Macabe, Toronto, Ont.....	12,500	5	397 30	5	2
E. W. Chandler, Campbellton, N.B.	11,000	6	3 9 30	11	2
J. L. Mancini, Montreal, Que,....	10,000	7	377 25	7	1
R. E. Brett, Victoria, B. C.....	9,000	8	285 75	14	1
A. S. Wickware, Ottawa, Ont.....	8,500	9	398 40	4	4
Rev. A. W. Ross, Portage La Prairie, Man. ....	7,500	10	272 75	16	3
G. R. Hamilton, London, Ont.....	7,000	11	225 50	18	2
H. R. Gray, Montreal, Que.....	7,000	11	246 15	17	1
S. P. Saunders, Nassau, N. P.....	7,000	11	313 35	10	2
R. Hall, Brandon, Man.....	6,000	14	206 90	19	3
A. M. Crofton, Sydney, C. B.....	6,000	14	298 35	13	1
E. S. Miller, Montreal, Que .....	6,000	14	3 4 75	12	3
J. Boyer, Beauharnois, Que.....	6,000	14	391 00	6	1
W. E. Kerr, Toronto, Ont.....	6,000	14	205 45	20	2
Dr. D. Lowrey, Toronto, Ont.....	6,000	14	281 80	15	2
J. H. McCarthy, Winnipeg, Man..	6,000	14	195 40	21	1
A. H. Fair, Halifax, N. S.....	5,000	21	368 25	8	3
Rev. S. A. Dyke, Toronto, Ont....	5,000	21	158 65	23	3
J. B. Cooke, Kingston, Ont.....	5,000	21	137 60	27	2
Ed. Winter, Leamington, Ont.....	5,000	21	153 35	25	3
W. A. Bignell, Quebec, Que.....	5,000	21	156 50	24	1
T. M. Grover, Regina, N. W. T....	5,000	21	83 40	28	1
F. G. Allgeier, Sault Ste. Marie, Ont.	5,000	21	161 40	22	2
H. F. Staples, Fredericton, N. B....	5,000	21	149 80	26	3

## HOW TO IMPRESS AN APPLICANT.

Don't overload your prospect by trying to tell him all the good features of your Company. One or two points clearly impressed upon him will produce results; the former will worry him.

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**First half of 1902—\$2,000,000.**

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## THE VALUE OF YOUR LIFE POLICY.

When a man takes out a policy of life insurance, he should hang on to it. It should be the first investment made, and the last to be parted with. Why? Because:—

1. It invariably costs more every year.
2. Its value invariably increases every year.
3. Hard times does not affect it.
4. Government bonds can be bought any day. Insurance can be bought only in good health.
5. Savings end with death. Insurance is made perfect with death.—*The Record.*

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**Mr. J. S. Wallace, Provincial Manager, Winnipeg, Man.,** has again succeeded in securing the coveted position on the Honor Roll. In addition to this his agency stands second for the month and two of his lieutenants Messrs. McCarthy and Ross have secured good places on the Honor Roll. This is certainly a magnificent record Mr. Wallace, and one well worthy of duplication.

**Montreal** leads the agencies for the third time this year. Writing on April 30th, Mr. Miller, Provincial Manager, says: "We have given you slightly more than 12 per cent. of the \$482,000, having sent in applications for \$63,000. We hope to do equally as well in May." His able representatives Messrs. Mancini, Labelle, Gray, Boyer and Bignell successfully backed him up in his undertaking, and deserve great credit for this splendid record.

**Mr. J. L. Mancini, Inspector, Montreal, Que.,** our able organizer, has added to his reputation by personally securing a splendid line of business during April. **Mr. Jos. Boyer** of Beauharnois, Que., has also done splendid work during April. His policies carry good premiums.

**Mr. R. E. Brett, Manager for Vancouver Island, Victoria, B.C.,** is a new Imperialite but an old hand at the business. He joined the ranks about the end of March and since that time we have received \$13,000 of personal business from him. We expect great things from Victoria Agency this year.

**Mr. John Cawley, District Agent, Brockville, Ont.,** secured an excellent line of business during April. He has secured one-third of his quota of \$100,000 for the year. Keep it up Mr. Cawley.

**Mr. A. M. Crofton, of Sydney, C.B.,** one of Mr. Fair's local agents has secured a good position on the Honor Roll. Mr. Crofton is a steady producer for the Imperial.

**Mr. Geo. R. Hamilton, District Manager, London, Ont.,** is an indefatigable worker. In a letter dated April 30th enclosing \$13,000 of applications, he says: "This completes our quota and leaves us a margin. It is 12 o'clock now, and I have closed all this since tea." We regret that it arrived too late for April as such an effort as this certainly deserves a better fate. It makes a good start for May, Mr. Hamilton.

**Messrs. A. S. Wickware and J. A. Labelle** are the only two representatives who have secured places on the Honor Roll every month. This is a record to be proud of and we trust they will be able to keep it up.

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**Mere promises are of the same strength as pie crust;  
performance is what talks.**

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# IMPERIAL LIFE Assurance Company of Canada

First and Paramount—Absolute Security to Policy-Holders.

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## THE YEAR'S RECORD.

	Jan. 1, 1901.	Jan. 1, 1902.	Increase.	%
1. Total Assurance in Force.....	\$9 226,350	\$11,236,700	\$2,010,350	21.8
2. Total Assets.....	1,102,092	1,339,804	237,712	21.6
3. Reserves for Policies & Annuities,	597,488	798,785	201,297	33.7
4. Annual Premium Income .....	319,860	395,170	75,310	23.5
5. Annual Interest Income.....	36,273	53,502	17,229	47.5
6. Total Annual Income.....	356,133	448,672	92,539	26.0

Agent's Name and Address

CONFIDENTIAL

Vol. 3. TORONTO, MAY 1st, 1902. No. 4

THE  
IMPERIAL  
LIFE

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

First and Paramount—Absolute Security to Policy-Holders.

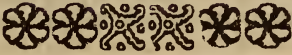
# IMPERIAL LIFE Assurance Company of Canada

**T**HE Government Deposit of the Imperial Life is larger than that of any other Canadian life insurance company

**T**HE Policy Contract of the Imperial Life is one of the most liberal issued consistent with safety and equity. . . .

Agent's Name and Address

# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 3    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 5

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### THE LAST MONTH OF THE FIRST HALF OF 1902.

The arrival of the month of June brings before us a situation of affairs which it is the bounden duty of every Imperialite to give his most careful consideration. We have entered upon the last month of the first half of 1902, and it will shortly be decided whether or not our aim of \$2,000,000 for the first six months will be realized.

In this connection you have received Mr. Bradshaw's letter setting forth our exact position. While each month thus far this year shows a splendid increase over the corresponding month of last year—an achievement of which we are justly proud—we are not on a \$4,000,000 basis for the year, and will require to secure during the present month \$496,000 of first-class applications to accomplish our aim. This is a large amount, but when we consider what there is at stake, we should not hesitate to throw ourselves into the fight. No one likes to be defeated in any endeavor once undertaken, and are Imperialites going to accept defeat in our campaign for the first half of 1902?

There is still a month left in which to win the victory, and we ask all loyal Imperialites to rally round the standard and carry it safely to the \$2,000,000 goal at the end of June. Strong, spontaneous and persistent effort on the part of Imperial representatives from one end of the Dominion to the other cannot fail to close successfully the campaign which we have been waging.

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**June must yield \$496,000.**

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### THREE MORE UNFORTUNATE FRATERNALS.

The Masonic Mutual Benefit Association of New Haven, Conn., having failed, some of its friends have issued a circular suggesting that the organization be kept up. What prospect there is of redeeming the affair may be judged by the statement that the funds amount to about \$9,000 to pay claims of over \$80,000, so the policy-holders will get about 10 per cent. of their claims when the Association is wound up.

The Protected Knights of America, Miss., has suspended, and suit has been entered against the officers.

The Anvil, a fraternal society at Savannah, has collapsed. It has paid out, or had claims for more than it ever received for premiums. Its office expenses were trifling. Fun is being poked at the Anvil owing to the contrast between its fate and its promises. A passage in one of its booklets reads: "It protects all through life and comes like the angel of mercy after death has taken you away; and then how reasonable the premium and how easily it can be paid." The "reasonable premium" has taken the wings away from the "angel of mercy" so that it is now unable to fly.—*Insurance & Finance Chronicle*, May, 1902.

WE fully appreciate all the difficulties, discouragements, and disappointments to be met in canvassing for life insurance, and we know that competition is keen, and that questionable methods have to be met, but it has been the intention and aim of The Imperial Life to select and add to its field staff such men as can succeed and write business not only when the sky is clear, but in spite of all obstacles. Our success in this will be evidenced by the number of applications which you secure in June.

### A NEW FIELD FOR IMPERIAL REPRESENTATIVES.

Canada, in the death of Dr. Grant, Principal of Queens University, Kingston, Ontario, has lost one of her grandest and greatest sons. Queens University will stand as a lasting monument to his memory—his loyalty and laborious efforts on its behalf. In his death he did not forget his university; he provided by Life Insurance a fund of not less than \$30,000 which will be paid over for her benefit.

Principal Grant's action appears to us as being a most wise and judicious one; one that many other noble minded men would do for institutions, such as churches, hospitals, universities, schools, etc., in which they are deeply interested.

A Policy paid up by 5, 10, 15, or 20, annual payments secures in an easy and convenient method a guaranteed fund or endowment at the death of the donor. The Policies of the Imperial Life, with or without profits are especially adapted for such a purpose as they contain a provision that if desired the principal can be paid in instalments instead of in one sum upon the death of the assured. This is a new field for most Imperial Life Agents. A few have tried it with success.

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**System counts for nothing unless we have men who are  
industrious and persevering.**

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## AN INTERESTING COMPILATION.

The following table, which is compiled from Page 167, Part 1st, of Meech's Tables, contains valuable lessons for intending insurers. It gives the *actual experience* of every State in the U. S., in which a quarter of a million dollars or more were paid in Death Claims by the thirty United States life insurance companies prior to compiling the statistics :

STATES, Etc.	Probable Loss.	Actual Loss.	Ratio of Canadian to American Loss by States
Alabama.....	\$ 1,204,521	\$ 1,618,048	100 : 183
Arkansas.....	295,413	508,119	235
California.....	2 489,469	2,414,340	133
Connecticut.....	3,604,783	3,369,951	129
District of Columbia....	580,298	660,006	156
Florida.....	181,635	303,852	229
Georgia.....	950,653	911,536	131
Illinois.....	7,320,753	6,365,344	119
Indiana.....	2,465,769	2,590,728	144
Iowa.....	1,659,034	1,255,512	104
Kansas.....	454,910	391,470	118
Kentucky.....	2,169,340	2,237,220	141
Louisiana.....	1,363,520	2,400,915	241
Maine.....	1,826,915	1,511,492	114
Maryland.....	2,573,670	3,311,815	177
Massachusetts.....	11,977 364	10,809,004	118
Michigan.....	2,371 856	2 119,010	122
Minnesota.....	735 380	785,907	146
Mississippi.....	795,476	1,308,632	224
Missouri.....	4,336,484	4,810,720	152
New Hampshire.....	1,264,848	1,123,093	122
New Jersey.....	2,666,988	2,515,832	129
New York.....	22,271,323	21,059,726	130
North Carolina.....	843,815	1 069 409	174
Ohio.....	5,689 260	5 292,302	127
Pennsylvania.....	10 393 537	9,578,003	126
Rhode Island.....	1,058 688	945,152	122
South Carolina.....	753 060	864,635	157
Tennessee.....	1,383 648	2,262,121	223
Texas.....	778 713	1,358,972	240
Vermont.....	723 750	578,092	109
Virginia.....	646 188	673 350	142
West Virginia.....	314,438	2,255,755	111
Wisconsin.....	3 009 760	2,316,213	105
British America.....	1,425,150	1 033,812	100
Other Foreign.....	841,215	948,616	155

In the above Canada is taken as the basis of comparison and is placed at 100.\* It will be observed that the percentage of Actual Loss was less in Canada than in any of the 34 States named, that it was less than 45 per cent. of what it was in 6 of the States, that it was less than 60 per cent. of what it was in 10 of the States, that it was less than 70 per cent. of what it was in 18 of the States, that it was less than 80 per cent. of what it was in 26 of the States. The mortality in the whole 34 States was on an average 55 per cent. in excess of that in Canada.

\* Assuming the same amount of insurance in force, the above table shows that the death loss in Alabama was 83 per cent. greater than in Canada, etc.

**He who wants to do a great deal at once will seldom do anything at all.**

## ADVERTISING.

Imperial Life representatives are securing good results from discreet advertising. A few dollars invested in this way will undoubtedly yield many by way of commission on new business that will be attracted to you. Last month we gave two sample advertisements which many of our representatives found attractive and effective. This month we present others. As our representatives will be bending every effort to assist in the \$496,000 movement during June, we heartily recommend, as a valuable aid, the judicious expenditure of a few dollar's in printer's ink. Try it.

### WANTED—COMPLETED APPLICATIONS FOR JUNE.

Prospects, promises and organization work all have a place in life insurance, but during June we desire to hear of and see "completed applications" only.

### WILL YOU ATTEND?

This is now a pertinent question in connection with our 1902 Convention. Will you be successful in securing sufficient new applications to entitle you to attend the Convention at the Company's expense?

One half the time for securing your allotment has passed. Have you secured one half of that allotment? This is the vital question for each Imperialite to consider who wishes to be present at the gathering in September. Study carefully your business for the past three months and find out your exact position.

While we have not as yet made up an exact statement of the business for the Convention, we know that there are a few local representatives who have not as yet secured a single dollar of their allotment and there are others whose contribution thus far has been exceedingly small. Perhaps they have not realized the fact that there is only three months left in which to make up their shortage.

### WILL YOU ATTEND?

### LIFE INSURANCE SOLICITING AS A BUSINESS.

I believe that any man of average ability, industry and strength of character can attain, in the insurance business, an entirely satisfactory position in life. The calling is one, above all others, that has the latchstring out for young men who are beginning life without special advantages, who are entering the battle, not in automobiles or carriages, or in pushcarts with relatives or friends behind, but afoot. As I have indicated, they need not have money or a higher education. They need not sit in offices waiting for business, while expenses are running on. They need not drift. There is plenty for them to do. The older professions are undoubtedly overcrowded. We are overburdened with lawyers, doctors, and clergymen. There are not enough fees to go around, and an undue proportion suffer the pangs of failure.

In the other professions it is said there is plenty of room at the top. In Life Insurance there is plenty of room at the bottom.—*J. W. Alexander.*

**Have you decided upon your personal aim for June, and the manner in which it will be accomplished?**



## EVERY MAN A PRODUCER EVERY MONTH.

In looking over our record of new business thus far this year, it is a noticeable feature that a number of our local agents for two and three months at a time, do not secure a single application. For long periods they are never heard from and the Head Office wonders if they are still alive.

A majority of these men are engaged in some other line of business which requires a great deal of their time and it cannot be expected that they would write much life insurance, but we do not think it unreasonable to expect at least one application from each such representative each month. An Imperial representative is invariably an influential man in his locality and it would require very little effort on his part to secure one application a month.

Is it too much to ask that every Imperialite will try to send in during the month of June, at least one application ?

This means united action and it is united action that wins every time.

## AN "IMPERIAL" BOOK.

You will receive with this number of the AGENTS' NEWS, a publication which we have issued as a special aid to our representatives, setting forth, in a convenient form, a number of strong canvassing points in favor of the Imperial.

**Read it carefully . . . Study it thoroughly . . . Memorize what to you appear to be its best features . . . Carry it constantly with you. and. above all, be sure that you understand every reference.**

This book should be responsible for at least one or two extra applications from you during June. It contains convincing arguments which should be the means of closing some of your prospective applicants. We confidently expect that the Imperial's business in your district will be materially increased by its aid.

FIRST AND PARAMOUNT—ABSOLUTE SECURITY TO POLICY-HOLDERS.

First six months of 1902—\$2,000,000.



## RATES OF UNITED STATES COMPANIES.

We have been asked on several occasions how the premiums of the United States Companies compare with those of the Imperial Life.

For reference and future guidance we give below those for every fifth year of age on some of the most popular forms of insurance.

Age.	Company.	Life.	15 Pay Life.	20 Pay Life.	10 Year Endow- ment.	15 Year Endow- ment.	20 Year Endow- ment.
21—	Imperial . . . .	19.40	33.30	27.95	103.75	66.30	48.10
	New York.. }	19.62	36.00	29.84	105.84	68.40	50.07
	Equitable... }						
	Mutual . . . .	19.53	33.66	28.28	106.60	68.37	49.73
25—	Imperial . . . .	21.30	35.75	30.00	103.95	66.60	48.50
	New York.. }	21.49	38.35	31.83	106.22	68.82	50.53
	Equitable... }						
	Mutual . . . .	21.34	35.99	30.25	106.96	68.77	50.18
30—	Imperial . . . .	24.25	39.55	33.25	104.60	67.40	49.40
	New York.. }	24.38	41.78	34.76	106.84	69.51	51.31
	Equitable . . }						
	Mutual . . . .	24.18	39.44	33.20	107.57	69.45	50.96
35—	Imperial . . . .	27.95	43.80	36.95	105.40	68.35	50.55
	New York.. }	28.11	45.91	38.34	107.70	70.50	52.47
	Equitable .. }						
	Mutual . . . .	27.88	43.65	36.87	108.41	70.43	52.13
40—	Imperial . . . .	32.60	48.85	41.35	106.35	69.65	52.25
	New York.. }	33.01	50.92	42.79	108.96	72.00	54.31
	Equitable .. }						
	Mutual . . . .	32.76	48.83	41.46	109.66	71.93	53.98
45—	Imperial . . . .	38.85	55.00	46.95	108.10	71.85	55.05
	New York.. }	39.55	57.16	48.52	110.94	74.44	57.32
	Equitable .. }						
	Mutual . . . .	39.36	55.33	47.42	111.63	74.40	57.03
50—	Imperial . . . .	47.05	62.55	54.10	110.70	75.30	59.45
	New York.. }	48.48	65.16	56.17	114.24	78.53	62.34
	Equitable .. }						
	Mutual . . . .	48.39	63.72	55.38	114.97	78.55	62.15
55—	Imperial . . . .	58.10	72.15	63.65	114.95	80.90	66.40
	New York.. }	60.72	75.66	66.69	119.64	85.21	70.51
	Equitable .. }						
	Mutual . . . .	60.82	74.71	66.30	120.45	85.37	70.51
60—	Imperial . . . .	73.20	84.90		121.95	89.80	
	New York.. }	77.69	89.94		128.35	96.07	
	Equitable .. }						
	Mutual . . . .	78.09	89.61		129.31	96.47	

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**Stoutly affirm your ability to do what you undertake.  
Affirmation strengthens your position.**

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## PERSONAL APPEARANCE.

"Yes", said one of the Company's most reliable Directors, "he appears to be a good business getter, *but* how much more he might secure, and how much more presentable he would be if he would pay more attention to his personal attire and appearance. Every time I meet him, I feel almost prompted to tell him to get a new suit of clothes, a respectable hat and above all to get a clean shave. Personally, I feel somewhat ashamed to introduce him to my friends as a representative of the Company."

The above is a true rendering of a statement made by one of the Imperial Life Directors at its last Board Meeting when reviewing the month's work of the various agents of the Company.

No representative of the Imperial Life can afford to go around with a dirty worn out suit, or to have half an inch of a beard on his face, with finger nails dirty, or with soiled linen. If he does, he cannot expect to succeed; for a man who is careless of his personal appearance cannot possibly secure the respect or attention of his clients, no matter whether that client be rich or poor, old or young, well gotten-up or otherwise. A farmer, mechanic, teamster or any other person whose daily work will not admit of wearing Sunday clothes, prefers to do business with a man who has the appearance of success and cleanliness than with one who is slovenly and untidy.

The commission on a \$1,000 risk alone, will secure you more than enough to buy a new suit—go and get it, and you will write many \$1,000 risks as the result of it. The commission on one risk will be sufficient to secure to you a shave for almost every day in the year,—see to it that your beard is well trimmed and your face is kept clean and you will find that you will receive a more attentive hearing, and be welcomed back. The commission on one risk will secure you respectable head and foot gear for several years—which in time, will bring you recognition from many who have heretofore looked askance upon you. The commission on one risk will secure to you clean collars, cuffs and shirts for at least a year, and these will bring you a measure of self respect, and some assistance from those who feel diffident to giving you a helping hand, while you refuse to do your part.

In meeting a client on behalf of the Imperial Life, you not only belittle yourself but you lower the dignity and standing of the Company, if your personal appearance and dress are not neat and respectable.

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## A NEW DIRECTOR.

At the last meeting of the Board of Directors, Mr. H. S. Holt, President, Sovereign Bank of Canada and President, The Montreal Light, Heat and Power Co., etc., was unanimously elected a Director of the Imperial Life.

While Mr. Holt is best known in Montreal, where he is looked upon as one of the leading financiers, and where his influence will probably be of most service to the Imperial, his reputation as a successful business man extends throughout Canada, and Imperialites cannot fail to have their hands materially strengthened by the connection of such a gentleman with the Company. His advent to our Board will give us the benefit of a long experience in financial affairs. The Imperial Life is to be congratulated upon Mr. Holt's election.

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**"Round up your prospects during June."**

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## WHILE THE IRON IS HOT.

Experience says :—

Many a case is lost to an agent because he allows his prospect to grow cool on the subject of life insurance after he has once warmed him up to it. The easiest time to obtain a man's application is when he is enthused with the advantages and benefits of assurance and fully (or even partially) convinced that it is something that he needs. Like the heated iron he is then pliable, and can be induced to sign an application ; while if permitted to cool off, he becomes stiff and less malleable, and must again be heated before he will yield. Strike the iron while it is hot, and the application and the premium will be the sparks which will fly off

*During the month of June let every Imperial Life Agent remember that \$496,000 is our aim—we can win if every Imperialite will keep his prospects enthused with the benefits and advantages of Imperial Life contracts. There are no others like them, and they cannot always be secured. He must be a good risk to merit one.*

## ASSESSMENT INSURANCE.

Fraternal and assessment organizations are, in the main, begun with good intentions and managed honestly, and their failure under such advantageous conditions is the best proof of the imperfection and inadequacy of the system. They are alright in their way, but their way is wrong. They mean well, but their good intentions often end in grief.

The object of fraternal orders and assessment associations is to enable men to make provision for their families and to stir them to a fulfilment of their obligations, and no loftier purpose than this has any regular life insurance company. The purpose is right. It is the plan that is wrong. Fraternalism is all the more difficult to combat because of its manifest good faith and sincerity. The fair-minded life insurance agent will admit this, and will not make the mistake of attacking the principle instead of the system.

Not only is a bitter animosity and speech against assessmentism an injustice, but it is poor business. Many agents, when they learn that a man whom they are canvassing is a member of some order, immediately break loose in a denunciation of fraternal insurance in general and of that order in particular. They have chosen possibly the worst course. That man, when he joined the order, had in view, apart from the social benefits, the protection of his family, and probably did not take the step without doing some thinking. Along comes an agent, and in plain, terse English tells him practically that he is a blank fool. Now, the quickest way to a man's heart is not by calling him a fool. No man will throw up an assessment certificate by being called names. He will more likely throw up his fist.

That man, in going into an order, has shown his recognition of his duty to his family, and no regular agent could have done more. For that evidence of family devotion he should be commended. He has done what every man should do only he has not done it wisely.

Here is where the tactful agent wins. He compliments the man on his good

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**The sure road to success is conscientious work.**

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sense in making provision for his family, and then carefully and skilfully points out to him what a pity it would be if his splendid intentions miscarried. This is the place for statistics. The man must be shown by tactful reasoning that, while he acted well according to the light he had, the light was poor. Having in view the protection of his family, the man wants that protection to be sure, and will generally be open to conviction by the agent who can use logic rather than abuse.—*Insurance Press.*

## THE HONOR ROLL FOR MAY.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed:—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked :

(A) In regard to the amount of new insurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name appeared in the honor roll up to date.

	Application.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
S. P. Saunders, Nassau, N.P.....	\$15,000	.. 1 ..	\$762 50	.. 1 ..	3
J. H. Macabe, Toronto, Ont.....	11,000	.. 2 ..	475 75	.. 2 ..	3
A. C. Champagne, Montreal, Que..	10,000	.. 3 ..	470 00	.. 3 ..	1
J. B. Cooke, Kingston, Ont.....	8,000	.. 4 ..	247 85	.. 11 ..	3
A. S. Wickare, Ottawa, Ont.....	8,000	.. 4 ..	188 55	.. 14 ..	5
J. Holland, Fredericton, N.B.....	8,000	.. 4 ..	280 35	.. 9 ..	3
Rev. A. W. Ross, Portage la Prairie, Man.....	8,000	.. 4 ..	312 00	.. 5 ..	4
J. Cawley, Brockville, Ont.....	7,500	.. 8 ..	281 05	.. 8 ..	4
W. H. Seymour, Hamilton, Ont...	7,000	.. 9 ..	202 45	.. 12 ..	2
E. Storey, Ingersoll, Ont.....	7,000	.. 9 ..	336 20	.. 4 ..	1
H. B. Shaw, Indian Head, N. W.T.	7,000	.. 9 ..	259 10	.. 10 ..	2
A. H. Fair, Halifax, N. S.....	6,000	.. 12 ..	283 50	.. 7 ..	4
J. T. Purdon, Berwick, N.S.....	6,000	.. 12 ..	178 30	.. 15 ..	3
R. E. Boisseau, Quebec, Que....	6,000	.. 12 ..	286 30	.. 6 ..	1
E. W. Chandler, Campbellton, N.B.	6,000	.. 12 ..	169 55	.. 18 ..	3
J. S. Wallace, Winnipeg, Man.....	6,000	.. 12 ..	143 20	.. 21 ..	3
J. E. Bill, Port Hope, Ont.....	5,500	.. 12 ..	170 65	.. 17 ..	2
J. B. Vantour, Campbellton, N. B.	5,500	.. 17 ..	162 95	.. 19 ..	1
E. Winter, Leamington, Ont.....	5,000	.. 17 ..	185 00	.. 15 ..	4
G. Mayrand, Montreal, Que.....	5,000	.. 19 ..	158 30	.. 20 ..	1
A. McN. Shaw, St. John, N.B.....	5,000	.. 19 ..	193 65	.. 13 ..	2
H. F. Staples, Fredericton, N.B.....	5,000	.. 19 ..	84 50	.. 22 ..	4

**A man's achievements will never rise higher than his confidence.**

## STANDING OF THE AGENCIES FOR MAY.

- |                     |                      |
|---------------------|----------------------|
| 1. Montreal, Que.   | 12. Toronto, "H."    |
| 2. St. John, N.B.   | 13. Toronto, "K."    |
| 3. Winnipeg, Man.   | 14. Victoria, B.C.   |
| 4. Halifax, N.S.    | Regina, N.W.T.       |
| London, Ont.        | 15. Brandon, Man.    |
| 5. Nassau, N.P.     | Port Elgin, Ont.     |
| 6. Ottawa, Ont.     | Toronto, "L."        |
| 7. Head Office.     | 16. Brantford, Ont.  |
| 8. Kingston, Ont.   | 17. Durham, Ont.     |
| Toronto, "City."    | Edmonton, N.W.T.     |
| 9. Brockville, Ont. | Gravenhurst, Ont.    |
| 10. Hamilton, Ont.  | St. Catharines, Ont. |
| Vancouver, B.C.     | Toronto, "B."        |
| 11. Port Hope, Ont. | Uxbridge, Ont.       |

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### COMMENDABLE ENTERPRISE.

Mr. C. E. Rainey of Uxbridge, joined the ranks of Imperialites last month and judging from his work thus far he is likely to make a success of life insurance. He believes in advertising upon favourable opportunities and we append a clipping from a recent edition of the North Ontario Times.

"The Imperial Life through their agent, Mr. C. Ed. Rainey, issued a splendid pocket election card, giving the names of the late members with majorities at last election, and those of the candidates in the field, with a blank space for recording returns. The Imperial is up-to-date. Opinion may be divided as to which party it would be better to entrust the future of the Province, but it is agreed among men who have made a study of Life Insurance that the magnificent record of the Imperial Life has been unequalled in Canadian Life Insurance annals, mainly due to its Liberal Policy and Conservative Management."

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### GIVE HIM A CHANCE TO THINK.

Some agents talk so fast and so long that the persons whom they address really do not have an opportunity to think out anything.

A very little consideration will convince one that this is a mistake. The only reasonable expectation that an agent can have that the "prospect" will insure arises from the hope that he will think himself into doing it. The only ground for expecting that the arguments of the agent will impel the "prospect" to action consists in the expectation that these arguments will find lodgement in his mind and thus cause him to act.

The agent is not fishing for suckers with a snare, but is fishing for trout with a bait. The difference, of course, between soliciting and fishing is that the bait ought to be all that it purports to be, and that the "prospect" will be benefitted and not injured by being caught.

Therefore, there is every reason to give your "prospect" an opportunity to think. Yes, and to express his thoughts also. Unless you are a mind reader you

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**Can we depend upon each Imperialite for at least one application during June?**

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will, otherwise, fail to know how near you are to victory. It is safe to say that many a time the agent talks the man into insuring and out again before his tongue quits wagging.

There is one exception to this general rule of conduct, however, and that is when the agent sees that the trend of his "prospect's" thought is towards dangerous pitfalls. The agent cannot then talk too fast and long if it will have the effect of bewildering the "prospect" causing him to lose that thread and to set forth upon some other line of thought. These contingencies sometimes arise, but that is another matter.

Ordinarily, however, the agent needs to let the man have time to think and to speak his thought. By doing so the agent ascertains how effectual his arguments have been and learns how to supplement them and follow them up. The prospect himself will in many cases think and talk himself into insuring if a tendency in that direction has been created by the agent's arguments.

It is the agent's business to direct and not to suppress thought on the part of his "prospect."

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**Montreal** for the fourth consecutive time leads the agencies. Has Mr. Miller secured a monopoly?

**Mr. A. S. Wickware of Ottawa**, has outdone Mr. Labelle and is now the only Imperialite who has secured a place on the Honor Roll each month this year. This is a merited distinction, and places Mr. Wickware in the front rank as a steady personal producer

**St. Catharines; Toronto "B"; Brandon; Cravenhurst; Toronto "L"; and Port Elgin Agencies** fell off very considerably during the month of May. We look for a considerably larger business from them during the present month

**Mr. S. P. Saunders of Nassau, N. P.**, has succeeded in securing the leadership of the Honor Roll for May and well merits this honor. Mr. Saunders secures a steady business for the Imperial, and one which invariably carries with it a high premium rate.

**Mr. J. H. Macabe of Toronto, "City"** did a splendid personal business last month, as also did **Messer. Champagene, of Montreal, and Cooke, of Kingston.**

**Mr. E. W. Chandler of Campbellton, N. B.**, has secured a position on the Honor Roll each month since his connection with the Company—a record upon which we heartily congratulate him.

**Mr. Geo. R. Hamilton of London** was extremely unfortunate this month in having a \$10,000 application declined, and another \$10,000 case deferred. **Mr. J. L. Mancini** has also had a \$10,000 risk deferred.

**J. B. Cooke, District Manager at Kingston, Ont.**, was through an oversight omitted from the list of Imperialites insured with the Company. Mr. Cooke is one of the oldest Imperialites in the field and took out a policy shortly after his connection. He carries \$5,000 with the Company.

**Mr. H. V. Fieldhouse of Neepawa, Man.**, by mistake was not given a position on the April Honor Roll. Mr. Fieldhouse is doing a steady business of an excellent character, which is much appreciated by the Head Office.

**Mr. R. E. Brett of Victoria, B. C.**, writes at the end of May, that he has just secured applications to bring his business for the month up to \$7,500. We regret that these did not come to hand in time to include in our May records, as they would entitle Mr. Brett to a place on the Honor Roll.

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**An energetic, persistent canvass during June, and our aim will be accomplished.**

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FIRST AND PARAMOUNT,  
ABSOLUTE SECURITY TO POLICY-HOLDERS.

# Imperial Life

ASSURANCE COMPANY OF CANADA.

The Imperial Life was the  
first Company in Canada  
to place its entire policy and  
annuity reserves upon the  
strong and conservative  
interest rate of  $3\frac{1}{2}$  per cent.

AGENT'S NAME AND ADDRESS.

## CONFIDENTIAL

Vol. 3. TORONTO, JUNE 1st, 1902. No 5

## THE IMPERIAL LIFE

## AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

AGENT'S NAME AND ADDRESS.

FIRST AND PARAMOUNT,  
ABSOLUTE SECURITY TO POLICY-HOLDERS.

# Imperial Life

ASSURANCE COMPANY OF CANADA.

The Guaranteed Security  
Policy as issued by the Im-  
perial Life is a model con-  
tract. It has many valuable  
guaranteed options and  
values not contained in  
any other policy.

# THE IMPERIAL LIFE

## AGENTS' NEWS

Vol. 3 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 6

### ACTUAL RESULTS.

#### First 6 Months of 1902 Compared with the same period of 1901.

	1901.	1902.	Increase.	%
Applications received.....	\$1,543,000 ..	\$2,009,904 ..	\$466,904 ..	30
Policies issued and revived..	1,403,500 ..	1,875,904 ..	472,404 ...	34
Cash received for premiums and interest .....	175,086 ..	242,195 ..	67,109 ..	38

The above statement sets forth some of the results accomplished thus far this year compared with those for the same period in 1901. Provided we maintain the same percentage of increase, viz.—34%, for the next six months of the year, our aim of **\$4,000,000 of policies issued**, will have been realized.

There are four additional, significant features which are prominent in our past half-year's business.

(1) Each month of 1902 has shown a material increase in new business over the corresponding month of 1901. *This indicates that steady, successful and continuous effort has been put forth, month by month.*

(2) The average premium per each \$1,000 of new insurance, in respect of the last 6 months' business, is over \$40.00. *This indicates that our business is of a high order—very few cheap policies having been sold.*

(3) The total policies terminated by lapse, surrender, death, etc., for the six months of 1902, are less in amount than for the first 6 months of 1901, notwithstanding that in the 1902 period we had over \$2,000,000 more insurance in force. *This indicates persistency in our business and that our policy-holders are well satisfied.*

(4) In no half year in the Company's history have we secured such a large increase

**Keep up the monthly increase.**

in cash income from premiums and interest, and such a small termination ratio, as in the first six months of 1902.

Imperial Life representatives have just reason to be proud of these magnificent accomplishments, and the Executive Officers are deeply sensible of the untiring efforts which have been so loyally put forth by every field worker in bringing them about.

What probably is still more gratifying, is the "extra quality" of the business. This is abundantly evidenced in the high average premium of over \$40.00 per \$1,000 of insurance, in the small termination rate and in the number of large policies applied for.

All efforts, all energies, all hopes are now centered upon the closing half of the year. There are two aims to be prominently kept before us in this period:—

1. The maintenance of the same rate of increase in new business.
2. The same "extra quality" of business as was secured in the first six months.

If, in the last half of 1902, we are as earnest in our efforts, and as strong in our desire to maintain Imperial prestige in the quantity, quality and character of our business, as we have been in the first half of the year, the results on December 31st will far surpass the most sanguine expectations of the most optimistic. T. B.

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## IS A MERE RESERVE SUFFICIENT?

*(To the Editor of The Spectator.)*

Your reference to the decision of the Ohio Insurance Department on page 262 of a recent issue of *The Spectator*, relative to the assessment societies, changing to a legal reserve basis, does not touch the marrow of the problem. The real question, as I see it, is not whether a Company may, or may not, carry on both the legal reserve style and the assessment style in the one Corporation. Nor is it to the point to say "thus far no abuses have been discovered in such transformations" It takes time to develop some things in a practical manner, so that everybody may see them. But is it not possible to forecast what must inevitably result, as to future mortality experience in the case of any large assessment society which has repeatedly increased its assessment rates, and thus driven out most of its younger and better risks. It appears to me that it requires no actuarial skill to understand that the dregs of such a fraternal or assessment society will be sure to yield a future mortality experience that no legal reserve was ever intended to provide for. My opinion as a life insurance agent has been asked in a great many instances respecting the propriety of paying the increased assessment called for by various societies. In all cases I have advised the party to determine his action by the state of his health or his age. If young or middle-aged and able to get into a safe company to do so at once; but if in impaired health or over 60 or 65, even if in good health, to pay another levy or two in order to see what comes of it—as to which, he or the society, outlasts the other. No doubt similar advice has been given in many thousands of instances, and that basis acted upon, anyway, advice or no advice.

Now let me quote for you the actual figures from the Bluebooks of the Domin-

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**Two months to the Convention.**

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ion of Canada, as to business in force here in December, 1896 and in 1901, by all the assessment societies doing business in this country from abroad.

Total amount of certificates in force Dec. 31st, 1896.....	\$44,579,899
Add new, put on in 1897 to 1901, inclusive.....	7,920,124

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Total thus represented.....	\$52,500,023
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Total in force Dec. 31st, 1901.....	10,593,499
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Total disappeared by death and lapse.....	\$41,906,524
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Of that \$41,906,524 only the comparatively small sum of \$1,662,250 dropped out under the heading of "net amount become claims," leaving the immense sum of \$40,244,274 as being due to want of confidence in the ability of the several societies to carry out their undertakings in a satisfactory manner.

Now, will any person of common sense venture the opinion that the holders of the remaining certificates (for \$10,593,499) are likely to be as good lives for an insurance company to have on its books as if the figures were reversed. That is to say, as if the \$10,000,000 belonged to December 31st, 1896, and the \$44,000,000 to December 31st, 1901. And if the \$10,000,000 now left on the books are the six years' screenings out of the \$40,000,000 is it likely such screenings would pass as good a medical examination if subjected thereto as an average \$10,000,000 found on the books of any ordinary life insurance company of about the same length of time in business.

What think you, then, of the chances for prolonged existence of such a society with \$10,000,000 of such screenings holding on "like grim death?" Would an ordinary legal reserve based upon age at entry and years in force be adequate to the situation? And if not, then is their not great risk to new entrants as to being heavily assessed in lack of dividends or profits upon their with-profit policies to meet the excessive mortality among the old members?

It appears to me that this is a question worthy of consideration in an outspoken journal such as The Spectator just at the present time, when, as you say, "the best of the old assessment companies have come to recognize the fallacies of that system." In a matter of life insurance it is always well to look ahead as far as you conveniently can. Even an ordinary woodchopper studies the leaning of his tree and the effect of the wind upon its branches before he goes very far with his incisive strokes. And after the chips begin to fly it would be a very venturesome lot of crows that would continue nest-building in the top of that tree, be its branches ever so stout and tall.

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## OMISSIONS FROM MAY HONOR ROLL.

In omitting the name of Mr. J. A. Labelle of Joliette, Que., from the May Honor Roll, an injustice was done to him. Owing to a supply of a certain form of policy running out, we were unable to issue policies under all the applications secured by him. Mr. Labelle secured \$6,500 in May which would have enabled him to rank as 12th on the Honor Roll.

The name of Mr. J. P. Bill of Wolfville, N.S., was also inadvertently omitted from the May Honor Roll. Mr. Bill secured acceptable applications during May for \$8,000 carrying annual premiums of \$278.50. This record would have given him a high place on the May Honor Roll.

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**While you dawdle with procrastination you will never secure success.**

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## ANNUAL REPORTS.

There are still a few Annual Reports in stock at the Head Office. This report, as our representatives have found, is an excellent canvassing document, and is one of the best pamphlets to hand to a prospective applicant. We shall be pleased to forward a supply of them, while they last, to any of our representatives who can use them to advantage.

### A PLAN WORTH CONSIDERING.

Mr. V. R. Schenck of New York who is probably unequalled as a personal business producer by any other agent on this Continent, has a unique canvassing document, which we represent herewith:—

**New York, April 5th, 1902.—Since February 1st, 1897, the following persons were personally solicited unsuccessfully for**

### **LIFE INSURANCE**

**by V. R. Schenck, and they have all joined the silent majority :**

- |                            |                           |
|----------------------------|---------------------------|
| 1. T. T. Grosmith.         | 17. F. O. Mathieson.      |
| 2. Dr. W. H. Arrowsmith.   | 18. Wm. A. Spier.         |
| 3. Charles B. Thurston.    | 19. Dr. Roy Inglis.       |
| 4. Hon. Garret A. Hobart.  | 20. Markham E. Staples.   |
| 5. Dr. S. Wellman Clark.   | 21. Isaac Roumaine.       |
| 6. Col. J. S. Fleming.     | 22. J. N. Bowden.         |
| 7. Henry Kellars.          | 23. Wm. T. Vidal.         |
| 8. Dr. B. J. Perry.        | 24. Flavell McKee.        |
| 9. Henry Brautigam.        | 25. Hon. Wm. McKinley.    |
| 10. Bernard M. Shanley.    | 26. Wm. C. Wallace.       |
| 11. Robert Dunlap.         | 27. Richard V. Harnett.   |
| 12. John E. Hulshizer, Sr. | 28. Arthur W. Soper.      |
| 13. Roswell P. Flower.     | 29. John J. Phillips, Jr. |
| 14. Benjamin G. Ackerman   | 30. Dr. Edwin W. Pyle.    |
| 15. Frank Jones.           | 31. John H. Carnes.       |
| 16. Frank A. Wilkinson.    |                           |

**Out of upwards of \$4,500,000 of insurance written and over \$550,000 premiums paid by V. R. Schenck to the Metropolitan Life Insurance Company from March 1st, 1899, to date not one loss as yet has occurred.**

### **M O R A L.**

**If you want to die, don't insure;**

**If you want to live, give your application at once to**

**V. R. SCHENCK.**

Although this document, as it shows on its face, was prepared solely for Mr. Schenck's use, it cannot fail to be interesting, suggestive and helpful to every agent in the field of life insurance. Every Imperialite can make up a similar list drawn from his own experience and from his own locality, and we cannot conceive of a more powerful canvassing document in the hands of an energetic man. *Make out at once such a list and paste it in your canvassing book.*

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**An absolutely indispensable essential to success—belief in yourself.**

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## THE LIFE AGENT WHO GETS THERE.

Let us consider a few of the strong points to be noted in the canvasser for life insurance who is a large winner.

(1) *His manner.* It is serious. His countenance betokens a business of importance. He is so impressed with a sense of the far-reaching consequences of the work he has in hand that he moves about with an air of certainty.

(2) *He is a full man:* brimming full and running over is he with the idea that he knows a short cut to riches, to the most effectual mode of saving money, and the simplest and surest way to protect a home.

He gets himself full by reading. First of all he masters the details of the different forms of policies his company offers, and he reads his company's literature until he knows it by heart. Not a line escapes him. And he reads what other companies say of themselves, and interprets it all by what the company he serves has to say of it, in the belief that those nearest the head office are the best critics and judges.

This man, too, reads books and pamphlets that bear on the work he has in hand. He also reads such insurance papers as are worth reading. He gets full and he keeps full, of that sort of lore that makes him steady on his legs when exposed to a fire of questions; so that he may give good answers out of an unexcited brain, in that supreme moment when his candidate decides whether the amount of the application shall be \$10,000 or \$50,000.

(3) *He knows how to listen;* while, at the same time, deep down in the depth of his subconsciousness, he is 'lurking' weapons of defense and attack. As a listener he is a fair man, answering objections in a straightforward way, telling the truth. He must tell the truth, because the able canvasser is self respecting and such a one hates a liar. A liar of ability may get small business, but he never wins in a large way.

To listen well is something of an art. It requires patience. It is rewarded occasionally by the candidate talking himself out: a state in which he feels ashamed of his weak defense, of his fallacies, so that he capitulates without delay.

(4) *He does not wait for business to come his way.* Neither does he place any dependence upon some happy chance. He settles it from the start, that if he is to have business he must get it. And he does not depend entirely on his legs. He has eyes to see, and ears to hear. He studies up a hundred ways for securing interviews with insurable men. He strikes a trail in a morning paper, it may be, and beards a cattle or copper potentiality out of the distant West, greatly to his own personal enrichment.

He lets no chance go by to help a helpful man, thus placing him under obligation. He works his friends, judiciously, and through them his business grows. It goes without saying that the winning canvasser does not loaf; he fills in all his time. He finds something to do every working hour.

And there are ever so many things more that could be said of what goes toward the make up of this marvelous man who builds the vast superstructure of life insurance.

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## TABLES OF MORTALITY.

The three tables of Mortality usually employed for calculating the premiums and reserves of Canadian and United States Companies are the following:

1. *Institute of Actuaries Healthy Males Table of Mortality*, commonly known as the *Hm. Table*. This table is the standard of the Canadian Government. The material upon

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**To start feeling in doubt is to court failure.**

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which the table is based was furnished to the Institute of Actuaries of Great Britain by 20 British Offices, and arranged under the superintendence of a Committee of that body. The number of lives entering into the experience was 130,243. Of these 74,698 were Existing (or alive and insured) at the time the experience was taken out; 35,024 had Discontinued (or their insurance had lapsed, been surrendered, expired, etc.) and 20,521 had Died. The total number of years of life was 1,190,140 and the average duration of the policies was 9.13 years. The table was published in 1869. It is employed by many of the British, Australian and Canadian Companies, and is most highly regarded by the profession.

2. *Actuaries or Combined Experience Table of Mortality*, also known as the "*Seventeen Offices Table of Mortality*." This table was published in 1841 and was deduced from the experience of 17 British Life Assurance Companies. The total number of policies involved was 40,616, of which 25,462 were Existing at the date of observation, 11,226 had been Discontinued, and 3,928 had become claims by Death. The average duration of each policy at the time of observation was only 5½ years. The table proved very popular in the United States, where it became the standard in nearly every State. In England it was entirely superseded as an authority by the Institute of Actuaries Hm. Table of Mortality.

3. *American Experience Table of Mortality*. The table was constructed by Sheppard Homans and published in 1868. It was founded upon an American experience of assured lives and the data, it is believed, was furnished chiefly by the Mutual Life Insurance Company of New York. On that account it has been held that the table is affected with the experience peculiar to that Company. The observation included about 68,000 lives. It is difficult to find out details of the formation of the table. It is stated that the table covers in reality an experience of the Mutual Life of New York from age 20 to age 74. The experience from age 20 down to age 10 and from age 74 up to age 95 was run out upon what the compiler calls "general principles."

A comparison of the reserves on the basis of 4% according to the three tables will prove of interest.

#### Comparison of Reserves—\$100,000 Insurance—Age 35 at Issue.

At end of	Basis.	Life.	20 Pay't Life.	20 Year Endow't
5 years	Institute of Actuaries, Hm., 4 per cent..	\$ 6,176 ..	\$ 9,912 ..	\$ 17,211
	Combined Experience, 4 per cent..	6,134 ..	9,879 ..	17,129
	American Experience, 4 per cent..	5,776 ..	9,495 ..	17,088
10 years	Institute of Actuaries, Hm., 4 per cent..	13,353 ..	21,905 ..	38,612
	Combined Experience, 4 per cent..	13,341 ..	21,918 ..	38,519
	American Experience, 4 per cent..	12,626 ..	21,123 ..	38,469
15 years	Institute of Actuaries, Hm., 4 per cent..	21,288 ..	36,225 ..	65,405
	Combined Experience, 4 per cent..	21,430 ..	36,398 ..	65,372
	American Experience, 4 per cent..	20,587 ..	35,328 ..	65,418
20 years	Institute of Actuaries, Hm., 4 per cent..	29,972 ..	53,682 ..	100,000
	Combined Experience, 4 per cent..	30,135 ..	53,931 ..	100,000
	American Experience, 4 per cent..	29,475 ..	52,665 ..	100,000

Start the second half year well.

## THE FOLLY OF LAPSING.

Most people hold on to an Imperial policy when they get it. The following letter speaks for itself:

Winnipeg, Man., June 11th, 1902.

T. BRADSHAW, ESQ.,

Toronto, Ont.

Dear Sir:—

*re Policy No. 2207, Rev. E. B. Wood, of \$1,000.00.*

Mr. Wood insured with our Company on the 25th of May, 1900, and paid the first yearly premium, but on his taking no notice of the advice from this office that his June 1901 premium was due, the policy lapsed in July, 1901.

I immediately wrote Mr. Wood urgently advising him to take the necessary steps to have his policy reinstated, but notwithstanding the fact that I wrote him two letters in this connection he evidently did not desire to revive the policy.

About the 1st of June of this year while Mr. Wood was endeavoring to cross a creek in the Alberta district he was most unfortunately drowned. The accident is especially sad from the fact that Mr. Wood was to be married the following day.

This is another regrettable occurrence in connection with allowing one's policy to lapse.

Yours truly,

J. S. WALLACE, Provincial Manager.

## The Imperial Canvassing Book.

It is the unanimous opinion of our best representatives that the Imperial Canvassing Book is the most valuable adjunct to the rate book that an Imperial representative can have. Inasmuch as you would not think of interviewing a prospective applicant without your manual, so should you always have the Canvassing Book handy for reference. Nothing will impress your prospect so, if he has doubts on any point in connection with the Imperial, as to be able to quote an explanation from a book authorized and issued by the Company. Carry it always with you, use it on every occasion, and success cannot fail to reward your efforts.

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**Be Confident in yourself—Confidence wins.**

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# HOW TO MAKE THE WORK RUN SMOOTHLY.

## Four Items To Remember.

1. **Medical Examinations.** It is a strict rule of the Medical Department that only the Company's duly appointed Examiners shall be employed in the examination of applicants. Sometimes this rule is broken by an agent and no explanation given why another doctor was employed.

*Hereafter under no circumstances will an examination, made by a physician other than the Company's duly appointed examiner, be acted upon unless accompanied by a satisfactory explanation, and the doctor's credentials.*

There are at times extenuating circumstances such as the illness or absence of the duly appointed examiner etc. In such cases if the agent will forward a satisfactory explanation together with the credentials of the doctor employed, the matter will have consideration.

2. **Omissions.** In connection with applications forwarded to the Head Office, there are two things which cause a great deal of trouble.

(1) *The failure to send in all the forms in connection therewith.*

It is essential that forms 2 (Friend's Report) and 144 (Settlement Form) accompany every application, and if the applicant be a woman, form 71 (Special Application for Women) must also be completed and sent in.

(2) *Incomplete answers to questions on the first page.*

It is most desirable that the answers to the questions on the first page of the application be carefully scrutinized before the application is forwarded to the Head Office. An incorrect answer necessitates the completion of form 87 by the applicant. This means annoyance to him, inconvenience to the agent, and trouble and unnecessary correspondence to the Head Office.

3. **Monthly Reports.** Some of our representatives persist in neglecting to return their monthly reports on the 26th of each month notwithstanding that communications have repeatedly been addressed to them, drawing their special attention to the delays. If you are among the number you will kindly take notice that this is not an idle request, but a most important one, which, when you neglect to comply therewith, seriously hinders the work.

4. **Renewing of Notes.** The Company's business has now grown to such proportions that the renewing of notes must be discouraged to the fullest extent. Imperial representatives will therefore please give the makers of notes to understand that *they must pay their notes in full promptly at maturity.* Your hearty co-operation to reduce the number of renewals will be appreciated.

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## THE 1902 CONVENTION.

Less than two months will see our successful representatives travelling towards Toronto to attend the 1902 Convention, which will be held during the last week of August. Those who will have secured their allotment will be receiving the reward for their efforts and securing new material for their fall campaign. Will you secure the amount of your allotment and be one of the favored ones to attend the Convention? We hope so, and hope to welcome, if not all, a large majority of our representatives.

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**The first half was a record-breaker. Now for the second half.**

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## THE HONOR ROLL FOR JUNE.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed:—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked:—

(A) In regard to the amount of new insurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name appeared in the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
A. H. Fair, Halifax, N.S.....	\$23,000	.. 1 ..	\$1,045 40	.. 1 ..	5
J. H. Macabe, Toronto, Ont.....	15,000	.. 2 ..	729 15	.. 2 ..	4
Rev. A. W. Ross, Portage La Prairie, Man.....	15,000	.. 2 ..	611 70	.. 4 ..	5
J. L. Mancini, Montreal, Que.....	14,000	.. 4 ..	613 50	.. 3 ..	2
G. R. Hamilton, London, Ont.....	10,000	.. 5 ..	611 00	.. 5 ..	3
H. C. Bellew, Montreal, Que.....	10,000	.. 5 ..	337 00	.. 6 ..	1
E. Trudel, Quebec, Que.....	9,000	.. 7 ..	265 45	.. 10 ..	1
E. W. Chandler, Campbellton, N.B.	8,000	.. 8 ..	209 10	.. 14 ..	4
J. L. Webster, Ottawa, Ont.....	7,000	.. 9 ..	280 80	.. 7 ..	1
J. L. Mowat, St. Thomas, Ont.....	7,000	.. 9 ..	190 55	.. 18 ..	1
J. P. Bill, Wolfville, N.S.....	6,500	.. 11 ..	208 20	.. 15 ..	2
J. S. Wallace, Winnipeg, Man.....	6,500	.. 11 ..	246 40	.. 12 ..	4
W. C. Gall, Toronto, Ont.....	6,000	.. 13 ..	190 00	.. 19 ..	1
S. P. Saunders, Nassau, N.P.....	6,000	.. 13 ..	278 05	.. 8 ..	4
A. S. Wickware, Ottawa, Ont.....	6,000	.. 13 ..	143 05	.. 22 ..	6
J. F. Driscoll, St. John, N.B.....	6,000	.. 13 ..	201 00	.. 16 ..	1
F. G. Hearne, Toronto, Ont.....	6,000	.. 13 ..	183 50	.. 20 ..	2
D. A. McNaughton, Finch, Ont....	5,500	.. 18 ..	218 80	.. 13 ..	1
W. D. Mills, Durham, Ont.....	5,000	.. 19 ..	149 00	.. 21 ..	1
J. Speers, Elmbank, Ont.....	5,000	.. 19 ..	196 50	.. 17 ..	1
G. Mayrand, Montreal, Que.....	5,000	.. 19 ..	246 45	.. 11 ..	2
J. D. Olivier, Montreal, Que.....	5,000	.. 19 ..	271 50	.. 9 ..	1

## THE KING'S INSURANCE.

The press has stated that certain Canadian Life Insurance Companies have insured the life of the King to the extent of \$100,000. We are not certain as to the exact amount, but it is a fact that three or four life insurance companies, whose Head Offices are in the City of Toronto, did issue policies for large amounts on his Majesty's life.

The Imperial Life was asked on three different occasions to consider a risk of \$10,000 to \$25,000, but after mature consideration, the Company declined to assume it. Our reasons therefor were that this Company should never subject its

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**Will you secure your Convention allotment ?**

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existing policyholders to unusual risk by assuming an insurance respecting which it had not absolute knowledge. The companies that accepted the risk did so without a medical examination, and the Imperial Life was asked to do this. Again, the risk partook somewhat of a speculative character, it not being entirely clear that the persons who were to benefit by the insurance had a good and sufficient insurable interest in his Majesty's life.

The above statement is made as, from the reports that have gone abroad, it might be inferred that this Company had some insurance on the King's life.

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## STANDING OF THE AGENCIES FOR JUNE.

1—Montreal, Que.	Elmbank, Ont.
2—Head Office.	10—Brockville, Ont.
3—Winnipeg, Man.	Collingwood, Ont.
4—Halifax, N. S.	Port Elgin, Ont.
London, Ont.	11—Brandon, Man.
5—Ottawa, Ont.	Sault Ste Marie, Ont.
6—St. John, N.B.	12—St Catharines, Ont.
7—Toronto, "City."	Toronto, "B."
Vancouver, B.C.	Toronto, "L."
8—Kingston, Ont.	13—Red Deer, N.W.T.
Nassau, N. P.	14—Calgary, N.W.T.
Toronto, "H."	Gravenhurst, Ont.
9—Durham, Ont.	Toronto, "K."

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## S'POSE THE FISH DON'T BITE AT FUST.

S'pose the fish don't bite at fust ;  
 What be you goin' to dew ?  
 Chuck down your pole, throw out your bait,  
 And say your fishin's threw ?  
 Uv course you hain't ; you're goin' to fish,  
 An' fish, an' fish, an' wait  
 Until you've ketched your basket full,  
 An' used up all your bait.

S'pose success don't come at fust ;  
 What be you goin' to dew ?  
 Throw up the sponge and kick yourself,  
 An' go to feelin' blue ?  
 Uv course you hain't ; you've got to fish,  
 An' bait, an' bait ag'in.  
 Bimeby success will bite your hook,  
 And you will pull him in.

—Houston Post.

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**He who wills and works, wins.**

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## IS YOUR FIELD OVERWORKED ?

It sometimes happens that an agent not meeting with success, offers the excuse that his ground is overworked. This excuse might be made by every life insurance agent, but the successful life insurance man revels in locating in the place where life insurance is active, where people are well insured, and, consequently, where life insurance is fully appreciated. It is an established fact that persons who are already insured are the most easy to approach for insurance, and that a man who is not insured, but who is in a locality where insurance is prolific, is a most likely subject for life insurance—he realizes that he is the exception, and he cannot give a very good excuse why he should not insure, when he knows that all of his neighbors are insured. The truth that the well tilled field yields more abundantly than the neglected waste is equally as applicable to life insurance as it is to agricultural pursuit. It is not a question as to whether the field is overworked, it is not a question as to whether the times are propitious for life insurance, but the fact is that the man who puts in hard, persistent, steady efforts will bring out of his field—no matter where it is—a certain average amount of business month by month which will satisfy his Company and himself.

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**Mr. A. H. Fair, of Halifax, N. S.,** is the leader this month, having far outclassed every other representative for the month of June. We congratulate Mr. Fair upon his splendid success.

There are a number of new names on the Honor Roll this month and a number of familiar names have been dropped. Perhaps they are harboring their efforts for July.

**Montreal,** as usual, leads the Agencies for June.

**Mr. N. D. Bell, of Port Elgin, Ont.,** is a steady producer but so far has been unsuccessful in securing a place on the Honor Roll. Three times he has been within \$1,000, and we trust that he will be able to make the break in July.

**Mr. J. H. Macabe, of Toronto, and Rev. A. W. Ross, of Portage La Prairie, Man.,** have done excellent work during June. They are both steady producers, and can be relied upon for a good line of business every month.

We regret to note that such familiar names as **Messrs. Cawley, of Brockville; Kerr, of Toronto; Cooke and Martin, of Kingston; Marshall, of Waterloo; McCarthy, of Winnipeg; Allgeier, of Sault Ste Marie; and Wintler, of Leamington,** are missing from the Honor Roll. It seems incomplete without the names of such valiant fighters.

**Mr. J. L. Macini, of Montreal,** keeps up his good record, as also does **Mr. J. S. Wallace, of Winnipeg.**

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1902—\$4,000,000.

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# IMPERIAL LIFE Assurance Company of Canada

## 1897 — FIVE YEARS' RECORD. — 1902.

	1897.	1898.	1899.	1900.	1901.
1. Assurance in Force...	\$1,185,725	\$4,169,125	\$7,142,625	\$9,226,350	\$11,236,700
2. Annual Premium Income	32,399	117,887	215,827	315,724	395,170
3. Annual Interest Income.	10,987	12,464	27,406	36,272	53,502
4. Total Annual Income..	43,387	130,352	243,233	351,996	448,672
5. Total Assets.....	340,479	677,061	930,443	1,102,092	1,339,804
6. Reserves for Policies and Annuities.....	38,426	180,761	441,112	597,488	798,785

**First and Paramount—Absolute Security to Policy-Holders.**

*Agent's Name and Address*

**CONFIDENTIAL**

Vol. 3. TORONTO, JULY 1st, 1902. No. 6

**THE  
IMPERIAL  
LIFE**

**AGENTS' NEWS**



**THE IMPERIAL LIFE ASSURANCE**

**COMPANY of Canada**

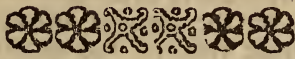
**First and Paramount—Absolute Security to Policy-Holders.**

# IMPERIAL LIFE Assurance Company of Canada

**THE** average rate of interest earned by the  
**IMPERIAL LIFE** in 1901, on its invested  
Assets, was 5.39 per cent.

*Agent's Name and Address.*

# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 3    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 7

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### PLANS OF INSURANCE.

One of the features which has largely contributed to the upbuilding of THE IMPERIAL LIFE, is the average high premium rate which its policies carry. It is an established fact that those forms of insurance which carry with them low premiums—such as term insurance, and non-participating insurance, do not materially assist a Company in financial strength or importance. It is, also, an established fact that the mortality under Term policies and under Whole Life non-participating policies, is in the early years, from 30% to 50% in excess of that under Investment participating policies, such as Limited Payment Life and Endowment policies, with an accumulation period of 15 or 20 years. There is, undoubtedly, a selection by the insured going on continuously. A person who believes he is not a first-class life will, naturally, select a cheap form of insurance—Term insurance or Whole Life non-participating insurance—whereas a person who has confidence in his longevity will select a policy which will yield him results when he attains 50, 55, or 60 years of age, and one which will, also, enable him to cease the payment of premiums after a certain number of years. The latter class will, undoubtedly, select a Limited Payment Life or Endowment Policy, with an accumulation period of 15 or 20 years. The agents of THE IMPERIAL LIFE will be able to exercise a strong influence for the stronger upbuilding of the Company, if they will endeavor to direct their applicant's attention to these plans. There is another side to this matter, and that is, that a person carrying a Term policy or a Whole Life non-participating policy, not infrequently becomes dissatisfied with the same after a certain number of years. He hears about some of his friends who have received profits, and he wonders why he has not received them, or that his friend's policy is paid-up or matured, forgetting, of course, that he secured his insurance at a lower rate than his friend.

It has also been found, by actual experience, that where policies carry with them a comparatively high rate of premium and the assured has a

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**The last opportunity before the Convention.**

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greater amount at stake, fewer lapses occur. The assured will put forth a greater effort to retain the higher-premium policy ; moreover, he knows that at the end of a certain period of time, the results will fully compensate him for any sacrifices which he may make throughout the history of contract. This feature of the case is important to the assured, the beneficiary and the agent—important to the assured because there is an incentive for him to continue the contract that he has entered upon ; to the beneficiary, who in nearly every instance is a member of his family, because the contract of insurance is more likely to be maintained in force, and the benefits of the policy therefore more securely assured to such beneficiary, and to the agent for the reason that he will be interested in the policy by way of renewal commission for a much longer period of time, by virtue of the greater persistence of the insurance.

In a word, therefore, let IMPERIAL LIFE Agents do, as they have heretofore been doing, and strongly recommend Investment Forms of Insurance, and only accept an application on a Term plan or a non-participating plan when absolutely forced to do so.

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## LIFE INSURANCE FOR YOUNG MEN.

At a recent meeting of the Board one of the Company's most active Directors called attention to the fact that there is a large field for life insurance amongst young men—that is between the ages of 15 and 20. The following suggestions in this connection were made.

1. It not infrequently happens that when a married man is approached regarding life insurance, he answers that he has all the insurance that he wants or that he cares to carry. Then it becomes at once desirable to suggest insurance for his children, if he has any.

2. An insurance on the life of his son, although as young as 15, will immediately appeal to him as being a most desirable contract, for the reasons :—

(a) That it can be secured at a lower rate now than it could when the son grows up.

(b) That the father is able to pay for the insurance for some years until his son is able to carry it without aid.

(c) That the father recognizes that it would prove a most effective means in educating his son to save money instead of squandering it.

(d) If the insurance be on the limited payment or endowment plan, the father or mother will have assisted in paying a goodly number of the total premiums payable before the young man comes to maturity, and have given him a substantial start in life.

3. A large number of the policy-holders of the Imperial Life have sons who are just at the right age for insurance, and this suggestion opens up a large field for many of our representatives who have not heretofore paid a great deal of attention to it.

4. This suggestion will enable you to see a large number of your old policy-holders and thus possibly secure either additional insurance upon their own lives or on the life of some member of their family or of one of their friends. Wealthy merchants, manufacturers, professional men and other classes in our cities, towns and country, in

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**Remember we never stand still.**

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many instances, would welcome the practical suggestion that an insurance should be effected on the life of a son. We urge our representatives to investigate this new field fully and give it an earnest and energetic trial.

5. There is another feature in connection with this matter, and that is—that every young man contemplates some day or other placing insurance on his life. If the agent of the Imperial Life presents the matter first to him he will undoubtedly secure the best chance and having once secured the confidence of the parent and the young man, it will be much easier to place an additional insurance on the young man's life in later years than it would be after the young man had been canvassed for some other company.

The Director of the Imperial Life who spoke of this adopted the plan of insuring both his sons as they approached 15 or 16 years of age, and it was the practical suggestion of the agent who broached the subject to him, that brought about the completion of the two transactions in this particular case.

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## COMPETITIVE LITERATURE.

The literature issued by another Company is always of interest as indicating the special features which that Company regards as its strongest arguments in competition. A study of another Company's literature is also valuable from a field man's point of view in that it will indicate where that Company is most vulnerable, as compared with our own, and what arguments can be best used by our representatives to prove the superiority of the Imperial's contracts. We would therefore ask our representatives to forward us any literature of other Companies that they may come across from time to time.

We would especially welcome the receipt of any comparisons which our agents may come across in their canvass. It not infrequently happens that most unfair and unscrupulous comparisons are circulated by competing offices, and whenever they are received we will endeavor to expose their fallacy.

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## ADVERTISING.

In advertising, as in most things, persistency is the main quality which brings success. Continuous advertising is the kind that pays and the only kind that pays.

Some people make the sweeping statement that they do not believe in advertising, but if closely questioned, it will be found that their attempts in that line have been very spasmodic. They have not tested the effects of persistent advertising and consequently complete failure has resulted. One insertion of an advertisement will not impress the public, neither will two, nor three, but constant regular publication will bring yourself, your Company and the goods you have to sell into prominence.

Again, advertising to be effective must be original, well set up, and placed in a prominent place in the paper—such as at the head of a column, next reading matter and with a heavy border—they must also be changed from time to time. In the last three or four numbers of the Agent's News and in the present one we have gone to the trouble to prepare specimen advertisements.

Those of our representatives who have been advertising have already undoubtedly derived substantial benefit, and to them and to those who have not yet commenced we say, "do not fail to invest in the Printers Ink."

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**We are always pushing forward or slipping backward.**

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## MAINTAIN THE OLD BUSINESS.

One of the features which enables the Head Office to gauge the success of an agent, and the character of the business which he has placed upon its books, is the way in which the business is renewed. There is nothing that will do a company or an agent greater damage than the dropping out of policyholders after being insured one, two or more years. No matter how small the amount the policyholder has paid in premiums, no matter how large the surrender value which he may receive upon the termination of his contract, if he is allowed to pass out, he still has the impression that he has not received value for the monies which he has paid in, and, consequently, he becomes a disgruntled person, and a standing advertisement against life insurance, against the company he was insured in, and against the agent who insured him. The Imperial Life's lapse ratio has been remarkably small—a fact which attests to the magnificent character of the business which has been placed upon its books, to the high character of the men who originally sold the insurance, and to the great confidence which Imperial policyholders entertain towards the management of its affairs. Notwithstanding that our lapse rate has been low in comparison with that of other companies, we cannot impress too strongly upon our representatives the far-reaching importance to them and to us of watching the payment of renewal premiums most closely, and to endeavor, in every instance possible, to secure an application for revival from those who have been unfortunate enough to lapse an Imperial policy. The policy of the Imperial Life is undoubtedly the fairest and best contract ever granted by any Life Insurance company in Canada, and a person once holding such a contract cannot possibly afford either for himself or for his family, to allow it to lapse. In this connection, one insurance writer has put the following five questions :—

- 1st.**—Where is the man who would not insure his life at once if he knew that he was going to die within even so long a period as the next ten years ?
- 2nd.**—Do you suppose a man ever died without insurance who did not wish that he had it ?
- 3rd.**—Did you ever meet a man who, through some illness or accident, was in a position where he could no longer get straight life insurance, who did not bitterly regret that he had not taken it when he could have done so ?
- 4th.**—Did you ever hear of a man dying, with his life well insured, who, realizing that he was about to die, regretted that it was well insured ?
- 5th.**—Did you ever meet a man who had carried investment insurance on his life for ten, fifteen or twenty years, who, on maturing the policy, wished that it had been for only half the amount ?

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## NEW POSTAL RATES.

Special attention is called to the new postal rates. The failure to sufficiently prepay postage necessitates double payment at this end, and thus entails extra expense and annoyance. The rates are as follows :—

Letters.....	2c. per ounce.
Newspapers ..	1c. per 4 ounces.
Books.....	1c. per 2 ounces.
Circulars .....	1c. per 2 ounces.
Printed Matter .....	1c. per 2 ounces.

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**The active agent is the winning one.**

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## HOW TO CONVINCE.

Do you know what the trouble is with a great many agents who attempt to distribute the literature supplied by their Companies? They haven't read it themselves are not familiar with it, and cannot talk with any certainty or conviction.

**It is not enough to leave the literature in the house; it should be properly marked at the paragraph you wish read, and it should be supplemented by a few convincing, but brief remarks of an explanatory character, so that you may make sure that your prospect is going to read and understand what you want him to.**

By correct use, literature can be made very effectual, but in no way can money and energy be more easily wasted. Use the literature you have intelligently and carefully, yet liberally, and it will help you to results.

## THE HONOR ROLL FOR JULY.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed:—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked:—

(A) In regard to the amount of new insurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name appeared in the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
J. A. Labelle, Joliette, Que.....	\$13,000	.. 1..	\$442 00	.. 2 ..	6
J. H. Macabe, Toronto, Ont.....	12,000	.. 2..	355 40	.. 4 ..	5
E. W. Chandler, Campbellton, N. B. .	10,500	.. 3 .	526 25	.. 1 ..	5
J. W. W. Stewart, Vancouver, B. C. .	10,000	.. 4...	393 85	.. 3 ..	2
T. M. Grover, Regina, N. W. T. ....	8,000	.. 5..	273 55	.. 8 ..	2
Rev. A. W. Ross, Portage La Prairie, Man .....	8,000	.. 5..	560 60	.. 10 ..	6
J. F. Discroll, St. John, N.B. ....	7,500	.. 7..	316 85	.. 5 ..	2
Dr. D. Lowrey, Toronto, Ont.....	7,000	.. 8..	195 65	.. 13 ..	3
H. V. Fieldhouse, Neepawa, Man.....	7,000	.. 8..	235 70	.. 11 ..	1
J. I. Hill, Tilbury, Ont.....	6,000	.. 10..	159 25	.. 16 ..	1
E. Poliquin, Montreal, Que.....	6,000	.. 10..	274 70	.. 7 ..	1
E. S. Miller, Montreal, Que.....	5,000	.. 12	270 75	.. 9 ..	4
W. G. Morrow, Peterboro, Ont.....	5,000	.. 12..	279 25	.. 6 ..	1
W. Simper, Balgonie, N. W. T. ....	5,000	.. 12..	168 30	.. 15 ..	1
F. G. Hearne, Toronto, Ont .....	5,000	.. 12..	197 65	.. 12 ..	3
J. S. Wallace, Winnipeg, Man.....	5,000	.. 12..	179 70	.. 14 ..	5

**July shows a good increase—Now for August.**



## STANDING OF THE AGENCIES FOR JULY.

- |                     |                        |
|---------------------|------------------------|
| 1—Montreal, Que.    | 15—Brockville, Ont.    |
| 2—St. John, N.B.    | Nassau, N.P.           |
| 3—London, Ont.      | St. Catharines, Ont.   |
| 4—Winnipeg, Man.    | 16—Collingwood, Ont.   |
| 5—Head Office.      | Durham, Ont.           |
| 6—Regina, N.W.T.    | Port Elgin, Ont.       |
| 7—Vancouver, B.C.   | Port Hope, Ont.        |
| 8—Toronto, "City."  | Red Deer, Alta.        |
| 9—Ottawa, Ont.      | Sault Ste. Marie, Ont. |
| 10—Kingston, Ont.   | 17—Gravenhurst, Ont.   |
| Collins Inlet, Ont. | Picton, Ont.           |
| 11—Halifax, N.S.    | 18—Elmbank, Ont.       |
| 12—Toronto, "L."    | Port Arthur, Ont.      |
| 13—Peterboro, Ont.  | Toronto, "B."          |
| Toronto, "H."       | Toronto, "K."          |
| 14—Hamilton, Ont.   | Victoria, B.C.         |

## ***THE 1902 CONVENTION.***

**N**EARER and yet nearer draw the days of our 1902 Convention and at the Head Office we are beginning to surmise who the attending representatives will be. We have had letters from a number of our agents advising us that they will undoubtedly secure the balance of their allotment by August 28th, and altogether the outlook for a successful Convention is most promising.

Have you personally planned to attend, that is, will you secure the amount of your allotment? There is a month left and if your account still shows a shortage, it behoves you to put forth an extra effort during August. We wish as large a number of our representatives to attend as possible, but it must be distinctly understood that the Convention will be on a strictly business basis. It will afford us much pleasure to pay the expenses of such representatives as have earned it—but only those.

If there is any way in which we can help you to secure your balance—if you have one—be sure and let us know immediately. We will do everything in our power to aid you.

**Everything comes to him who works— not waits.**

## THE PURPOSE OF LIFE INSURANCE.

"It was for the purpose of replacing to the family that amount of capital equivalent to the productiveness of one's labour, lost irrevocably by death, that life insurance was instituted, and most nobly does it perform its mission. You stand precisely in the same relation to your family that the house which shelters you does to its owner. If your house is uninsured and is destroyed by fire, the loss all falls upon you. If your life is uninsured when the 'Grim Messenger' calls for you, the loss is all upon the family. *Some one must take the risk, and it must be either the Company or the family—you cannot take it.* Which of the two are best able to assume it, the family or the Company? Upon which of the two will the loss be least severe? And upon whom do you prefer to leave the risk, upon your family or upon the Company? Upon the latter the loss would fall as lightly as the 'snowflake on the sod.' Upon the family it may prove a greater burden than they can bear."

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### NOTES.

**Mr. E. S. Miller** and his assistants continue their splendid business-producing work.

**St. John Agency** gave the leaders a close run for first place this month. **Mr. Shaw** has now an excellent staff of assistants, and we look for great things from his agency during the balance of the year.

**Mr. E. W. Chandier**, of **Campbellton, N. B.**, was the first Imperialite to secure his full convention quota, which he did some time ago. **Mr. J. H. Macabe**, of **Toronto**, has also secured his full quota, and we congratulate these two representatives upon their splendid showing, both in this connection and upon securing high positions on the July Honor Roll.

**Mr. J. A. Labelle**, of **Joliette, Que.**, signalizes his return to the Honor Roll by securing first place. He did splendid work during July.

**Regina Agency** is rapidly coming to the front, and judging from advices received from **Mr. T. M. Grover**, our Territorial Manager, his agency will take a still higher place next month. He sent in an envelope containing applications for \$8,000 on August 1st, and at this rate the other agents will have to "hustle" to keep their places.

**Mr. H. V. Fieldhouse**, of **Neepawa, Man.**, **Mr. Wm. Simper**, of **Balgonie, N. W. T.**, and **Mr. J. I. Hill**, of **Tilbury, Ont.**, are three local agents who did splendid work last month.

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**August wants completed applications—not prospects.**

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FIRST AND PARAMOUNT:  
ABSOLUTE SECURITY TO POLICY-HOLDERS.

# Imperial Life

ASSURANCE COMPANY  
OF CANADA

The Imperial's Policy Re-serves are over \$80,000 greater than the amount required by the Government standard. . . . . The Imperial was the first Company to place all of its Policy Reserves on a  $3\frac{1}{2}$  per cent. interest basis. . .

Agent's Name and Address.

## CONFIDENTIAL

V.L. 3. TORONTO, AUG. 1st, 1902. No. 7

# THE IMPERIAL LIFE

## AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

FIRST AND PARAMOUNT:  
ABSOLUTE SECURITY TO POLICY-HOLDERS.

# Imperial Life

ASSURANCE COMPANY  
OF CANADA

## Unexcelled Security.

The following facts attest to the unexcelled security afforded policy-holders by THE IMPERIAL LIFE.

### 1. CAPITAL.

One Million Dollars.

### 2. GOVERNMENT DEPOSIT.

The Government Deposit of THE IMPERIAL LIFE is larger than that of any other Canadian Life Insurance Company.

### 3. RESERVES.

THE IMPERIAL LIFE was the first Company in Canada to place its entire policy reserves on a  $3\frac{1}{2}$ % interest basis.

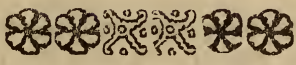
### 4. ASSETS.

For every \$100 of liabilities to policy-holders THE IMPERIAL LIFE holds \$168 of securely invested assets.

Agent's Name and Address.



# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 3    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 8

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### THE FALL CAMPAIGN.

SEPTEMBER, 1902.

To-day sees the inauguration of our 1902 Fall Campaign. Let us consider, in a few words, our aim for the last four months of the year.

Up to August 31st the completed applications amounted to \$2,546,404—an increase of more than 33 per cent., the record for the first eight months of last year, and far in advance of the accepted business for the first eight months of any previous year. This condition must be most gratifying to everyone connected with the Imperial Life.

As you are aware, our aim is to secure \$4,000,000 of accepted applications in 1902. Having already obtained \$2,546,404, there is a balance of \$1,453,596 to be secured, or \$365,000 for each one of the four months. This monthly amount, \$365,000, is the goal which must be attained.

Our Provincial and District Managers, and other representatives carefully considered these figures, and unanimously concluded that they should be reached. Each representative pledged himself to this.

There is, however, something further necessary to insure success than the mere pledging, and that is, the redeeming of that pledge. From now until the 31st of December, 1902, our agents will be constantly working for that redemption.

General business and agricultural conditions were never so good; our country has been blessed with an abundant crop; our industrial enterprises are humming; money appears to be abundant and everybody will now be ready to discuss the subject of life insurance, which is so closely associated with a continuance of the prosperity which has been so marked in Canada in recent years.

It only remains for each one of us, through the exercise of judicious and persevering enterprise, to make our business for the balance of the year come up to the standard which we have set as our aim.

T. B.

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**Keep in mind the \$4,000,000 mark.**

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## AN INVESTMENT FOR YOUNG MEN. NO. 1.

There are many different classes of people in Canada and their wants in regard to life insurance differ materially. One proposition will appeal more forcibly to a certain class than it will to another, and by specializing our plans to suit their needs we secure a much greater consideration of them, and consequently a larger volume of business.

The young men of our Dominion represent a large field for Imperial representatives to work in. In a growing country like ours the young men are an important factor, and the manner in which they start life is likely to be reflected not only in their own futures but in the general welfare of the country.

It has been the belief of the Head Office that if our representatives were in a position to present a specially attractive plan of investment insurance, in a concise and convincing manner, it would enable them to materially increase their business amongst the young men of Canada. We have, therefore, had special literature prepared and special estimate slips printed for a series of ages, in order that our representatives may be able to present the merits of the Young Man's Investment Policy No. 1 in an attractive manner, and in a short space of time. The pamphlet sets forth strongly yet tersely some of the reasons why a young man who is saving annually a part of his income should invest in one of these contracts, and the many advantages which will accrue to him from them.

The Young Man's Investment Policy No. 1 was thoroughly discussed at our Convention, and it was the unanimous opinion of those present that it will undoubtedly prove a strong and popular contract with young men.

Let us gather in the young men. If we insure them first we have a strong hold upon them and their friends for future business; if we let them slip through our fingers we immediately lose good business and there is a possibility that we may never again be able to interest them in our Company; we give our competitors, who are searching for these desirable risks, an advantage which it will be almost impossible for us to overcome.

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### ADVERTISING.

The number of our representatives who are advertising is continually increasing. Imperialites who have not heretofore tried it are making a success of the plan, and it is daily growing in favor.

One of our most progressive advertisers is Mr. T. M. Grover, of Regina, N. W. T. He turns every opportunity to account, as the following clipping from the *Regina West* will show:

"Mr. Major Grover, Territorial Manager for the Imperial Life Assurance Co., leaves next week for Toronto to attend the annual convention of that Company. Mr. Grover has, during his term of management, by his exceptional energy, done a large volume of business, so large indeed that we are not surprised at the Company wishing his presence at so important a meeting."

We publish in this issue two more display advertisements for the guidance of our agents. It is strongly recommended that such of our representatives as have not tried the plan do so immediately. At our convention no less than three representatives attributed the securing of applications directly to advertising.

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**August was a record-breaker. September?**

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## INCREASE IN CASH PREMIUM INCOME \$100,000?

It is our aim this year to increase our Cash Premium Income by \$100,000. To do this it will be essential that all of our representatives shall do their utmost to have every premium paid in cash well in advance of the 31st of December. All notes taken should be for as short a period as possible, and should, in any event, mature well in advance of the 24th of December, in order that they may be collected and reported some days in advance of the 31st. By tact and good judgment our representatives can help the Company in this matter very materially, and as we are all interested in making our financial statement for this year the best in the history of the Company, we ask you to leave no stone unturned to accomplish the end above referred to.

## THE AUGUST BUSINESS.

It is with feelings of great satisfaction that we are able to advise our representatives that the *accepted* business for August, 1902, eclipsed that of all previous Augusts by over \$100,000, amounting in all to \$418,500. This is also the largest volume of business secured during any one month of the present year. This splendid producing power displayed by our agency staff in a month, generally acknowledged to be the quietest month of the year for life insurance, is, we consider, one of the most promising indications of the realization of—

**\$4,000,000 FOR 1902.**

**Can we Repeat this in September?**

## HOW ADVERTISING PAYS.

*Extract from letter of Mr. S. P. Saunders, of Hamilton, Ber.*

"I am pleased to report to you that during the last ten days I have succeeded in securing applications totalling \$24,500.

I am very much gratified and encouraged at the amount of business which I have been able to secure in less than a fortnight, and am positively certain now of exceeding the \$50,000 limit that I told you I expected to write.

I attribute a good deal of it to the good effects of an advertisement which I inserted in the two local papers since my arrival. I am mailing you one of the papers. I am positive that this notice has had great weight as I have succeeded in securing applications from men who have often been solicited by other agents but never secured, and one man who had read the ad. came to look me up."

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**Are you advertising?**

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## THE 1902 CONVENTION.

The 1902 Convention is now a thing of the past; our successful representatives have come and gone, and by this time they have settled down to the Fall Campaign. The universal opinion of our representatives was that the third Convention was a pronounced success and in every way superior to its predecessors.

One of the most striking features of the gathering was the confident manner in which every one spoke about the realization of our \$4,000,000 aim for 1902. There seemed to be no doubt but that the desired end would be reached with a comfortable margin over.

The Officers of the Company believe it can be realized, provided one element is recognized by the field staff, viz: that each man will feel his responsibility for his individual share of applications for the balance of the year. Without the realization of this responsibility success must remain doubtful.

It is not too early to have definite results from those who attended our Convention, in the way of applications. Most of those present have already sent in applications since they returned, and it is hoped that the general good of the Convention will be reflected in the volume of business secured during the present month. The many strong canvassing points which were brought out cannot fail to materially assist Imperialites who attended in securing applications.

At the Head Office we look to the present month being the largest September in the Company's history. Is there any reason why it should not be?

## HUSTLE, OR RETIRE.

From this time forward the word to be passed along the insurance line is "hustle." In every branch of insurance there is plenty of business to get, and the plums will be captured by the live men who know how to "hustle" early and late. Competition is now so lively that the man who sits down and waits for business to come to him may as well put up his shutters and retire to a sanitarium. He has no place in the insurance field. The life insurance companies promise to roll up this year the largest volume of business ever transacted in one year. Their "hustlers" are abroad, and any man whose life is uninsured is liable to hear from them. —*Spectator.*

## THE EVIL OF OVER-ESTIMATING.

*(The Bulletin.)*

It is safe to say that in most companies, 90 to 95 per cent. of the policies granted provide for the reserving of dividends for periods of 10, 15 or 20 years. In the computation of estimated surplus, the greatest possible conservatism should apply; the period of time is sufficiently lengthy for material changes to take place in the elements from which surplus arise. While the mortality may not vary, interest rates are constantly fluctuating, and expenses to-day are far from being what they were 10 years ago, or will be 10 years hence.

The management which is to-day placing before the public conservative illustrations of deferred surplus, estimates likely to be fulfilled when the reckoning time arrives, is the one which will undoubtedly be regarded with public favor and confidence. On the other hand, the company which is presenting fanciful illustrations

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**Start the Fall Campaign now and in earnest.**

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impossible of fulfillment, is sowing the seed of disaster and courting condemnation. Competent and reliable actuaries will almost be a unit upon what constitutes a fair estimate. The following table gives the estimated surplus at the end of 20 years, age 35 at entry, \$10,000 of insurance on the whole life, 20 payment life and 20 year endowment plans for Canadian companies. The figures are authentic, having been given us by the officials of the several companies interested. The table contains figures which we have no hesitation whatever in saying, cannot and will not be realized; and we cannot urge too strongly those companies whose estimates can only be described as "fairy dreams" to call in their manuals, cut down their misleading "estimates," and place in the hands of their representatives illustrations which can be defended and which there is some hope of being realized.

Company.	Ordinary Life.	20 Pay't Life	20 Yr. Endowment.
No. 1 .....	\$2,350	\$2,700	\$3,920
No. 2 .....	2,650	3,230	3,850
No. 3 .....	2,840	3,500	4,650
No. 4 .....	3,150	2,860	4,400
No. 5 .....	2,770	3,640	5,140
No. 6 .....	3,170	4,060	5,230
No. 7 .....	2,610	3,370	4,920
No. 8 .....	3,930	5,370	4,750
<b>No. 9 Imperial Life</b>	<b>2,380</b>	<b>2,720</b>	<b>3,460</b>
No. 10 .....	1,940	2,430	2,950
No. 11 .....	2,380	2,930	3,770
No. 12 .....	2,700	3,340	5,430
No. 13 .....	2,760	3,610	5,060
No. 14 .....	3,030	3,520	5,140
No. 15 .....	2,640	3,210	4,390
No. 16 .....	3,630	4,170	5,370
No. 17 .....	1,960	2,480	3,720

A comparison of the highest and lowest of these estimates will indicate the enormous divergence in view as to what is considered a safe prediction of future surplus.

Comparisons of highest and lowest estimate of surplus at end of 20 years, \$10,000, age 35 at entry.

	Ordinary Life.	20 Pay't Life.	20 Yr. End't.
Highest .....	\$3,930	\$5,370	\$5,430
Lowest .....	1,960	2,480	3,460
	<hr/>	<hr/>	<hr/>
	\$1,970	\$2,890	\$1,970

	Ordinary Life.	20 Pay't Life.	20 Yr. End't.
The highest estimate exceeds lowest by.....	101 %	117 %	57 %

It is a significant fact that the companies whose estimates are the highest in this last comparison, are the institutions that thus far have not paid, on account of their age, a single dollar in profits to policy holders.

If any, these companies should be the ones most modest in predicting what the surplus is likely to be 20 years hence.

NOTE.—*The Imperial Life believes in illustrations of surplus most likely to be fulfilled, consequently it points with pride to the fact that its estimated surplus on all the above plans is less than that of almost every other Company. We want to greet our policy holders upon the maturity of their contracts with an "excess result" rather than with an "impaired result."*

**Labour is the grand conqueror.**



## THE HONOR ROLL FOR AUGUST.

Imperial Life representatives are always interested in one another's success. This is becoming more and more the case as the business becomes more important. In order, therefore, to let the East know what the West is doing, it has been decided to include hereafter in the Honor Roll a record of the business in respect of those representatives who secure \$5,000 or over, of accepted applications. The following details will be observed:—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked:—
  - (A) In regard to the amount of new insurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there will be a summary giving the number of times the agent's name appeared in the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
Rev. A. W. Ross, Portage La Prairie Man .....	\$22,000	.. 1 ..	\$842 05	.. 1 ..	7
J. A. Labelle, Joliette, Que.....	15,000	.. 2 ..	527 40	.. 2 ..	7
T. M. Grover, Regina, N.W.T.....	15,000	.. 2 ..	392 45	.. 4 ..	3
A. J. Clark, Exeter, Ont .....	13,000	.. 4 ..	409 15	.. 3 ..	1
J. H. McCarthy, Winnipeg, Man.....	11,000	.. 5 ..	231 50	.. 14 ..	2
A. S. Wickware, Ottawa, Ont .....	11,000	.. 5 ..	172 50	.. 20 ..	7
H. C. Bellew, Montreal, Que.....	10,000	.. 7 ..	208 75	.. 17 ..	2
J. E. McCuaig, Ottawa, Ont .....	9,000	.. 8 ..	330 30	.. 6 ..	2
J. I. Hill, Tilbury, Ont .....	9,000	.. 8 ..	310 70	.. 7 ..	2
W. A. Gibson, Fredericton, N.B.....	8,000	.. 10 ..	384 35	.. 5 ..	1
R. Hall, Brandon, Man .....	8,000	.. 10 ..	270 95	.. 12 ..	4
J. F. Driscoll, St. John, N.B.....	8,000	.. 10 ..	222 25	.. 15 ..	3
W. D. Mills, Durham, Ont.....	7,500	.. 13 ..	303 45	.. 9 ..	2
J. L. Mancini, Quebec, Que.....	7,000	.. 14 ..	277 30	.. 11 ..	3
J. W. W. Stewart, Vancouver, B.C....	7,000	.. 14 ..	164 65	.. 22 ..	3
J. B. Cooke, Kingston, Ont .....	7,000	.. 14 ..	139 90	.. 23 ..	4
J. Cawley, Brockville, Ont.....	6,000	.. 17 ..	306 15	.. 8 ..	5
Dr. D. Lowrey, Toronto, Ont.....	6,000	.. 17 ..	236 60	.. 13 ..	4
H. F. Staples, Fredericton, N.B.....	6,000	.. 17 ..	176 35	.. 19 ..	5
W. D. Miller, Hedresford, N.W.T ....	5,500	.. 20 ..	116 00	.. 24 ..	1
J. H. Macabe, Toronto, Ont .....	5,000	.. 21 ..	289 25	.. 10 ..	6
S. P. Saunders, Hamilton, Ber.....	5,000	.. 21 ..	199 30	.. 18 ..	5
H. R. Gray, Montreal, Que.....	5,000	.. 21 ..	226 50	.. 16 ..	2
J. S. Wallace, Winnipeg, Man.....	5,000	.. 21 ..	170 40	.. 21 ..	6

## THE DANGER OF DELAY.

The regrettable results attending a few days delay in taking out a life policy are often strikingly shewn, but not we believe in a more forcible manner than is stated in the following letter. If Mr. Robinson had secured a policy at the last interview with our representative, instead of putting him off a few days, his estate would have been augmented to the extent of \$5,000. An incident of this character shews the great risk a prospect incurs when he defers signing an application for a few days, probably for some exceedingly trivial cause.

T. BRADSHAW, ESQ., Toronto, Ont.

LONDON, ONT., Sept. 9th, 1902.

DEAR SIR:—I received a letter from Mr. Winter of Leamington, dated 5th inst., stating that he expected \$5,000, 20 Pay. Life on Mr. Robinson of Kingsville, and he

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**Maintain the monthly increase.**

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expected to go to Kingsville on Monday to see him. I am in receipt of another letter from him this morning dated the 7th, stating that Mr. Robinson was burnt to death on Saturday night. I had noticed it in the Globe, as probably you did also, under the heading of Kingsville Fire. It is another illustration of the disastrous results attending delay."

Yours truly,

GEO. R. HAMILTON,  
Manager Western Ontario

## STANDING OF THE AGENCIES FOR AUGUST.

1—Head Office.	Toronto, "City."
2—Montreal, Que.	14—Collingwood, Ont.
3—Winnipeg, Man.	St. Catharines, Ont.
4—London, Ont.	Sault Ste. Marie, Ont.
5—Regina, N.W.T.	15—Calgary, N.W.T.
6—St. John, N.B.	Edmonton, Alta.
7—Ottawa, Ont.	Owen Sound, Ont.
8—Vancouver, B. C.	Pictou, Ont.
9—Kingston, Ont.	Red Deer, Alta.
10—Brandon, Man.	Toronto, "H."
11—Durham, Ont.	Toronto, "K."
12—Brockville, Ont.	Victoria, B. C.
Halifax, N.S.	16—Gravenhurst, Ont.
Toronto, "L."	17—Port Hope, Ont.
13—Hamilton, Ber.	

## NOTES.

It affords us great pleasure to record the name of **Rev. A. W. Ross of Portage La Prairie, Man.**, at the head of the Honor Roll for August. Although it is the seventh time his name has appeared on the Honor Roll it is the first time he has secured the coveted place. Mr. Ross is one of our steady producers and there is something seriously wrong when he is not on the Honor Roll.

**Messrs. J. A. Labelle and A. S. Wickware** are both again on the Honor Roll. There is a lively fight going on for the greatest number of places during the year, in which **Rev. A. W. Ross** has joined.

**Mr. T. M. Grover of Regina, N.W.T.**, is forging ahead, his agency being fifth for August. He has also personally secured third place on the Honor Roll and Mr. W. D. Miller, one of his local agents has also secured a place. We expect great things from Regina before the end of the year.

The Honor Roll has again grown to a respectable size this month. Why should it not be larger in September?

From the hopeful attitude of the different Provincial and District Managers, we expect a healthy rivalry for the monthly leadership from now until the end of the year.

With such a tremendous crop in the West this year our Western Agencies should be heard from frequently with applications.

If you are not at the head of the Honor Roll keep trying for the coveted position. One man can't be at the head forever. Get your turn.

Inspector Mancini reports the Imperial flag is flying now on the Citadel of old Quebec and that with the assistance of his energetic workers he will make Quebec one of the best flowers in the Imperial's crown. There is no one better able to do this than Monsieur Mancini.

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**Strive particularly for "cash settlements" during the balance of the year.**

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FIRST AND PARAMOUNT: ABSOLUTE SECURITY TO POLICY-HOLDERS.

# IMPERIAL LIFE ASSURANCE CO'Y OF CANADA

## An Investment for Young Men.

The Company has lately issued a special form of policy which is particularly of interest to young men, combining, as it does, protection and investment. Full particulars will be furnished upon application to

Agent's Name and Address

**CONFIDENTIAL**

Vol. 3. TORONTO, SEPT. 1st, 1902. No. 8

THE  
IMPERIAL  
LIFE  
AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

# IMPERIAL LIFE ASSURANCE CO'Y OF CANADA

FIRST AND PARAMOUNT:  
ABSOLUTE SECURITY TO POLICY-HOLDERS.

**Maintains the Largest Government Deposit of  
any Canadian Life Insurance Company.**

**HEAD OFFICE - - TORONTO, CANADA**

Agent's Name and Address.



# THE IMPERIAL LIFE

## AGENTS' NEWS

Vol. 3 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 9

### PERSONAL RESPONSIBILITY FOR 77 DAYS.

As we approach the 31st of December, we are warned that the year's business may be **marred** by the lack of effort on the part of a single individual, or **made** as the result of the earnest, conscientious work of that same individual.

One Million Two Hundred Thousand dollars of acceptable business has to be obtained before the 31st of December to make the record of Four Million Dollars for the year. This means Four Hundred Thousand Dollars for the month of October and the same amount for each of the months of November and December. If we leave out the fifteen Sundays and holidays in these three months, there remain but seventy-seven days to accomplish this great undertaking. If we make allowance for rejected business, it is essential that we shall receive on each one of these seventy-seven days applications for Twenty Thousand Dollars. Will we be able to do it?

I realize that there is not a single representative of the Imperial Life, from the humblest local agent upward, who will not feel the thrill of satisfaction and success if we come out victors—on the contrary, all will feel deeply grieved if we fall short of our aim.

Twenty thousand dollars can be written daily by Imperial Life representatives and officers from the Atlantic to the Pacific if each one of us in the field, or in the office will realize his **personal and individual responsibility** and determine to do his proper share of the obligation in these remaining seventy-seven days. There is no doubt about success being secured if **personal responsibility and determination are recognized**. There is a great tendency on the part of prospective applicants and agents to put off until to-morrow what should be done to-day. There is a great temptation to believe that what should be done in this month of October can be done in the month of November. Let us be frank with one another in this matter, and realize now, that if we do not **determine to do to-day** some share of the Four hundred thousand dollars required during the present month, we are not helping forward the realization of the Four Million dollars for the year. What I ask you to do is to labor to-day, to-morrow and each succeeding day of the seventy-seven days which we have until the 31st of December, when what we have been aiming at, will surely be an accomplished fact.

T. B.



## SEPTEMBER'S SMALL INCREASE SHOULD SWELL OCTOBER'S BUSINESS.

The monthly increase still keeps up, but we must confess that we were disappointed at the small excess of last month over September of 1901, as compared with the usual increase. Just what the matter was we have been unable to ascertain, but as the production of the men who are at work amongst the farmers fell off very markedly, we presume that it was on account of the impossibility to secure the farmer's attention owing to the abundant harvest which has just been reaped. If that is so, the October business should boom, as the farmers will now have more time to devote to the matter of life insurance, more money to invest in life insurance and more desire to make plans to pay off the mortgage by means of an Imperial Endowment policy—a matter which is of vital importance to them. We are particularly looking to the farming districts this month, and trust that our representatives will not disappoint us.

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## A GREAT HELP IN CANVASSING.

Since issuing form No. 277 "Life Insurance for Farmers," our non-participating rates have been reduced. In the top line of the third page the premium should be \$84 15 instead of \$86.10, and in the sixth line from the foot of page 4 the same correction should be made. If you have any of this form on hand kindly have these changes made. If you have none of these forms write for some. It is a splendid canvassing document for the agent who is making a specialty of canvassing farmers

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## IMPERIALISM.

The successful canvassing of Dr. Geo. R. Parkin by our City representative, Dr. D. Lowrey, is a veritable triumph, not only for Dr. Lowrey, but for the Imperial Life, and it is with the greatest of pleasure that we add his name to our "List of Prominent Policy-Holders."

Probably a short sketch of the career of the gentleman who has so vigorously stood up for "Imperialism" will be of interest to our staff. Canadians have reason to be proud of Dr. Parkin. Born in Fredericton, N.B., some 56 years ago, his career has been one long history of success. In 1895 he was called to the principalship of Upper Canada College, an educational institution which has more than a national fame. Since that time he has been prominently before the public on both sides of the Atlantic, both in connection with the College and with the subject of "Imperialism." His studies and travels have carried him into many countries and his reputation extends through a large part of the English-speaking world.

Dr. Parkin has lately been brought into further prominence on account of his appointment by the executors of the will of the late Cecil Rhodes, as the trustee for the Rhodes' scholarships in various parts of the world, and he is now visiting the places to which the liberal bequests of that great Empire-builder are to extend.

It is particularly gratifying to know that it was not until after most careful enquiry of at least one of the largest and oldest Canadian Companies, that Dr. Parkin decided to apply for a policy in the IMPERIAL LIFE.

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## ADVERTISING.

There are many different systems of advertising, but heretofore we have been confining ourselves to the publication of display advertisements. In this number we give two reading notices which we believe will be found of use to such of our agents as are conducting an advertising campaign. If these notices are judiciously placed in a prominent place in the newspaper they cannot fail to attract attention and bring good results.

## THE LIFE OF A GREAT "IMPERIALIST" INSURED BY THE "IMPERIAL LIFE."

The following "Imperial" policy was issued upon an application secured by "Imperial" representative, Dr. D. Lowrey, upon the life of Dr. Geo. R. Parkin, who is probably the greatest exponent of "Imperialism" in the Dominion of Canada:—

### The Imperial Life Assurance Company of Canada.

Incorporated by Special Act of the Dominion Parliament.

HEAD OFFICE, TORONTO, CANADA.

Policy No. 8430.

Sum Assured, \$10,000.00

Age, 57.

Annual Premium, \$1,063.50

ENDOWMENT  
WITH GUARANTEED VALUES AND PRIVILEGES.

10 Payment, 15 Years' Endowment.

Accumulative Surplus Period, 15 years.

The Imperial Life Assurance Company of Canada, in consideration of the application for this Policy, hereby made the basis of this contract and of the annual premium of *One Thousand and Sixty-three Dollars and Fifty Cents* to be paid in advance, and of the payment thereafter at its Head Office of a like sum on the *15th day of September* in every year until *Ten* full annual premiums shall have been paid, or until the death of the assured should that event sooner occur, hereby assures the life of

**GEORGE ROBERT PARKIN, C.M.G., M.A., L.L.D.,**

of *Toronto*, in the County of *York*, and Province of *Ontario*, and promises to pay at its Head Office, to the said *George Robert Parkin*, on the *Fifteenth day of September, A.D. 1917*, or upon prior death of the assured to the executors, administrators or assigns of the said assured, the sum of

**TEN THOUSAND DOLLARS,**

upon the receipt and approval of the proofs of the survivance or of the death of the said assured during the continuance of this contract, and of the age (if not previously admitted), and upon the title of the person claiming the money being satisfactorily shewn and upon the surrender of this Policy to the Company with a valid discharge therefor.

**This Policy shall** be indisputable after one year from its date of issue (except in case of fraud) if premiums have been duly paid, the age of the assured has been correctly stated, and the condition regarding Naval and Military service complied with.

**The privileges and provisos** printed and written by the Company on the other side of this Policy and on the succeeding pages hereof are hereby made a part hereof as fully as if the same were herein stated over the seal and signatures hereto affixed.

**No provision of this Policy** can be changed, waived or modified except by an endorsement hereon, signed by the President, a Vice-President, Managing Director and Secretary of the Company, or any two of them.

**In Testimony Whereof** the President, a Vice-President, Managing Director and Secretary of the said Company or any three of them, have hereunto set their hands and caused the seal of the said Company to be hereunto affixed, in the City of Toronto, this *Twenty-fourth day of September*, one thousand nine hundred and *Two*.

O. MOWAT, President.

F. G. COX, Managing Director.

T. BRADSHAW, Secretary.





# TWO EXAMPLES.

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## No. 1.

Port Elgin, Ont., Oct. 1st, 1902.

The Imperial Life Assurance Co., of Canada,  
Toronto, Ont.

Gentlemen,—

*Re* POLICY NO. 7107—JOHN MCQUARRIE.

I regret to report that policyholder No. 7107 died suddenly recently of appendicitis. Enclosed please find both his notes, (overdue) as nothing has been paid on them.

At the time of making his application, his intentions were of the best, but later he listened to the advice of some person who told him not to continue.

It is to be regretted that he did so, as the family are really in need of his insurance.

Yours truly,

N. D. BELL, District Agent.

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## No. 2.

Huntsville, Ont., Aug. 20th, 1902.

The Imperial Life Assurance Co., of Canada,  
Toronto, Ont.

Gentlemen,—

I beg to thank you for cheque for \$1,000 in full settlement of claim under policy No. 6912 on the life of my late husband, Thomas Rose.

When Mr. Rose took out a policy last February, he was in the best of health, but in less than six months contracted typhoid fever, which resulted in his death. This is another illustration of the value of life insurance, and the loss which would have resulted had there been any delay in taking out the policy.

Thanking you for the prompt and business-like manner in which you have settled the claim.

I am, yours truly,

CAROLINE ROSE.



## STANDING OF THE AGENCIES FOR SEPTEMBER.

1—Montreal, Que.	13—Toronto, "H."
2—Head Office.	Victoria, B.C.
3—Halifax, N.S.	14—Port Elgin, Ont.
4—Ottawa, Ont.	15—Ingoldsby, Ont.
5—Hamilton, Bermuda.	16—Brandon, Man.
6—Vancouver, B. C.	Collingwood, Ont.
7—Toronto, "L."	Gravenhurst, Ont.
Winnipeg, Man.	Hamilton, Ont.
8—Regina, N. W. T.	Red Deer, N.W.T.
9—London, Ont.	17—Elmbank, Ont.
10—St. John, N.B.	Owen Sound, Ont.
11—Brockville, Ont.	Pictou, Ont.
12—Kingston, Ont.	Whitby, Ont.
Peterboro, Ont.	
Sault Ste Marie, Ont.	

## THE HONOR ROLL FOR SEPTEMBER.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed:—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked:—

(A) In regard to the amount of new insurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared in the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
S. P. Saunders, Hamilton, Ber. ....	\$24,500	.. 1	.. \$1061 40	.. 2	.. 6
F. I. Davison, Windsor, N.S. ....	20,000	.. 2	.. 332 50	.. 4	.. 1
J. L. Mancini, Quebec, Que. ....	15,000	.. 3	.. 740 00	.. 3	.. 5
Dr. D. Lowrey, Toronto, Ont. ....	12,000	.. 4	.. 1178 90	.. 1	.. 5
A. S. Wickware, Ottawa, Ont. ....	7,000	.. 5	.. 274 85	.. 6	.. 8
W. A. Gibson, Fredericton, N. B. ....	6,500	.. 6	.. 314 20	.. 5	.. 2
J. T. Purdon, Wolfville, N.S. ....	6,000	.. 7	.. 176 30	.. 14	.. 4
T. M. Grover, Regina, N.W.T. ....	6,000	.. 7	.. 202 05	.. 8	.. 4
Rev. A. W. Ross, Portage La Prairie, Man.	6,000	.. 7	.. 198 85	.. 10	.. 8
J. W. W. Stewart, Vancouver, B.C. ....	5,500	.. 10	.. 237 60	.. 7	.. 4
Jno. Cawley, Brockville, Ont. ....	5,000	.. 11	.. 200 90	.. 9	.. 6
G. Mayrand, Montreal, Que. ....	5,000	.. 11	.. 153 65	.. 15	.. 3
A. C. Pye, Arnprior, Ont. ....	5,000	.. 11	.. 187 10	.. 11	.. 1
F. G. Allegier, Sault Ste Marie, Ont. ....	5,000	.. 11	.. 186 20	.. 12	.. 3
F. B. Springer, Vancouver, B. C. ....	5,000	.. 11	.. 183 70	.. 13	.. 1

## HOW TO CANVASS THE FARMER AND ASSIST HIM TO PAY OFF THE MORTGAGE.

With many a farmer the uppermost thought—the ever present thought—is how to repay the mortgage on his farm. His efforts are all directed towards this end, and in many cases his life is made miserable by the thought that he is not “getting ahead.”

The intelligent farmer has found that the easiest and most successful plan to provide for his mortgage is to take out an Endowment policy in the Imperial Life. At age 30, by payment of \$43.45 per annum for 20 years, he secures a document which guarantees that at the end of 20 years that mortgage of \$1,000 on his farm will be lifted, with the additional guarantee that should he die any time during the 20 years the mortgage will be discharged, his family rendered comfortable and a home secured to them, just the same as if the full 20 payments had been made.

Truly, it is only the foolish farmer who carries a mortgage without an Imperial Endowment policy.

## THE LAST QUARTER.

Still let the mind be bent, still plotting where,  
And when and how the business may be done."—Herbert

That is the motto for the last quarter. Those words of Herbert's contain the very thoughts that should occupy the mind of every Imperialite during the next three months. Business — Applications—these are to be the very focus of our aims during the last quarter of 1902.

To day we must each plan our work for the balance of the year, and determine what methods we shall pursue in our canvass. In doing this let each one keep in mind the paramount object to be accomplished—*completed applications*. Arrange your campaign so that you will secure the greatest possible amount of completed business during October, November and December.

The minimum amount of business to be secured during each of the remaining months of the year is \$400,000. October, November and December of last year yielded on the average \$325,000 each, and with the general prosperity, our larger field staff, our greater prestige and financial strength, and another magnificent year's record to help us, who will think of defeat?

But while we are to strain every effort to secure applications let us be sure it is good business that we are closing. Our efforts must always be directed towards the attainment of *lasting results*, and if the business is not of the first order our labors will all be in vain. "Quality" must not be lost sight of in "Quantity."

Keep everlastingly at it! Persistence will surely bring success, and the more labor and attention you devote, the greater will be your personal gain and reward.

## COLLECTION OF PREMIUMS.

### *Daily Cash Report System.*

The daily cash report system for collections has been found to work admirably at every agency where it has been introduced. The labor and time which it saves to the agent is one of the factors which has greatly assisted in increasing and developing new business. Instead of valuable time being taken up in going over a lengthy report at the end of the month when all energies should be devoted to the securing of new business, all remittances and collections are disposed of the day they are received. The Company intends to institute the system in the near future at all of its agencies. So far as the Head Office is concerned, the system enables us to treat daily with the payment of premiums instead of waiting until the end of the month to do so. The work is distributed over 30 days instead of being crowded into two or three at the close of the



month, which is always the busiest period in a financial business. Again, the daily cash report system enables the Company to utilize its monies immediately, and thus have them bear interest from the day they are paid by the policy-holder. This has quite an appreciable effect upon interest earnings, in which item the "Imperial" takes high rank and desires to continue to do so.

Hereafter in those agencies in which the daily cash report system is not in operation, the agent will be asked to report twice a month, viz., on the 17th and 26th.

## CASH PREMIUM INCOME FOR 1902.

In addition to aiming to write \$4,000,000 of new business, we have, also, in view the increasing of our cash premium income over that of 1901 by *One Hundred Thousand Dollars*. Premiums were unusually well paid in cash in September. Fewer notes were taken—more premiums than usual were paid in cash.

From now until the close of the year our representatives are specially asked to endeavor to secure *cash settlements* rather than note settlements. If a cash settlement is impracticable, then secure note settlement for as short a period as possible. In no case should a note be taken to mature after the 20th of December, for in that event the collection thereof and the inclusion of the proceeds in the year's business would be doubtful. It is, of course, against the Company's rule to renew a note—and renewal premiums should always be collected in cash.

The combined effort of all of the Company's representatives to secure cash payments for all premiums due in the last quarter of the year will, without doubt, enable us to make the splendid increase aimed at—\$100,000.

## NOTES.

**Mr. S. P. Saunders of Hamilton, Bermuda**, has again secured the premier position on the Honor Roll. He did splendid work last month and his business always carries with it a high premium rate. Mr. Saunders has been doing some good advertising lately, which has undoubtedly been of assistance to him.

**Mr. F. I. Davison of Windsor, N. S.**, forwarded us a very acceptable envelope lately, containing applications for, \$20,000. Mr. Davison has been interested in the Company since its inception and may be counted upon to turn up every once in a while with some good business.

**Dr. Lowrey of Toronto "L"** secured an excellent policy last month on the life of a prominent Torontonion for \$10,000.00 15 Yr. Endowment by 10 payments with a premium of \$1,063.50. This is "Imperial" business and the Doctor is to be congratulated upon securing it.

**The Quebec Agency** also secured some "Imperial" business last month—two applications for \$15,000 20 year Endowment with premiums of \$740.00. This is the kind of business that we are after.

**Messrs. F. B. Springer of Vancouver, B. C., and A. C. Pye of Arnprior, Ont.**, are two new comers on the Honor Roll this month. Now that you have secured a position, gentlemen, see that you improve it each month.

**Why is Montreal Agency** allowed to secure first place each month? What's the matter with Halifax, St. John, Winnipeg, Vancouver and London?

**Ottawa Agency**, in a month that was an "off" month for the other agencies in general, managed to keep up its average. This speaks well for the energy of Mr. Wickware and his assistants.



## YOUNG MEN WANTED.

During the balance of the present year there are opportunities offered to each young man in Canada to obtain a "Young Man's Investment Policy" from the Imperial Life Assurance Company of Canada. Life is uncertain, and with an increase in age there goes an increase in the probability of death, so that there should be no delay in taking advantage of these opportunities as they present themselves. The security of the Imperial is unquestioned, and the policy contract of the Company has always given entire satisfaction. The pamphlet setting forth the particulars of this special form of insurance is neat in form, and will prove of interest to anyone fortunate enough to secure one. Copies of this pamphlet can be obtained by writing to or calling upon (Agent's name and address)

**CONFIDENTIAL**

Vol. 3. TORONTO, OCT. 1st, 1902. No. 9

# THE IMPERIAL LIFE AGENTS' NEWS




THE IMPERIAL LIFE ASSURANCE

COMPANY of Canada

## DO YOU WANT TO BUY A HOUSE?

Many a man is saving to buy a home for his family and is placing all his spare money in the bank with this end in view. But does it ever occur to such a man that if he were to die before the requisite amount were accumulated, his hard-earned money would have to be taken out of the bank to assist in the support of his family, and they would be as far from owning a house as ever? Suppose that instead of putting his money in the bank, he used it to pay the premium on a 15 Year Endowment Policy in the Imperial Life Assurance Company of Canada. If he died a week after taking out the insurance his family would receive the full amount of the policy, and if he survived the full fifteen years the maturing of the policy would furnish him with funds sufficient to complete the purchase of his home at his leisure. Can there be any comparison made between two such methods? Full particulars furnished upon application to (Agent's name and address)

# THE IMPERIAL LIFE



## AGENTS' NEWS

Vol. 3 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 10

### DAILY RESULTS FOR 51 DAYS.

NOVEMBER 1ST TO DECEMBER 31ST.

"Make every day count, and if possible make some of them count two. Better do this than let one go by, thinking you can make it up in another."

Are you one of those life insurance agents who is content to look at his results month by month—who never considers his business and its progress until almost the last day of the month? Do you allow the first part of the month to slip by, thinking that a little extra effort during the last days will make up for the opportunities lost at the beginning? If so, what hope can you have of success—what expectations of greater things?

Stop to consider this matter for a moment—to consider, especially, your business for the month of October, 1902. Did you secure a single application? One unproductive month means 27 unproductive working days—just think of it—27 days which have realized zero. You have let the opportunities of 27 days pass without grasping a single one. Or perhaps you secured one application, or perhaps two—but can you consider those as adequate results for a whole month?

The successful life insurance solicitor is the one who examines his progress every day—who makes every day count for something. He plans his work at the *beginning* of the day, not at 10 o'clock or 11 o'clock or at noon but at the earliest business hour, and all his energies are devoted to the accomplishment of some *definite result during that same day*. By his very concentration, his persistence, and his system, he makes success sure. He allows no obstacle to daunt him—nothing to interfere with that day's programme laid out—no disappointment to wreck that day's work—nothing else to satisfy him but results.

During the months of November and December we have 51 working days—51 opportunities to secure applications. Will you let one of these pass? Are you going to let things run until December 31st and then wonder why you haven't secured any business? No! No! No! On the contrary are you not going to make every day count? That means "Make to-day count," not to let to-day's opportunities pass, thinking you can grasp them to-morrow. Let to-morrow look after itself—you look after to-day.



## PROMINENT POLICYHOLDERS.

It is but four months since we revised our "List of Prominent Policyholders," and now we are able to publish a further list containing the names of over 50 persons who have applied for assurances of \$5,000 and over. That Imperial representatives are able to secure such a large and representative number of policyholders in such a short period of time, and in the quietest period of the year for life insurance, is a striking evidence, not only of their magnificent producing power, but of their ability to attract a splendid class of business. This list is also an unmistakable proof of the continued confidence of the insuring public in the Imperial—a confidence which is daily increasing, and consequently adding to the prestige and popularity of the Company.

Joseph H. LaChance...	Prop. Dominion Shoe Co....	Quebec, Que.,.....	\$ 5,000
James A. Hughson....	Physician .....	Delaware, Ont.....	5,000
Edgar O. Smith.....	Capt. S. S. Yarmouth.....	Cape Island, N. S..	5,000
Victor V. Rogers.....	Insurance Agent .....	Ottawa, Ont.....	5,000
Mrs. A. Charest.....		Montreal, Que.....	5,000
A. F. W. Butterworth...	Hardware Merchant.....	Ottawa, Ont.....	5,000
William C. Gall.....	Imperial Life.....	Toronto, Ont.....	5,000
Alex. MacKenzie.....	Barrister .....	Toronto, Ont.....	20,000
Wm. E. Rundle .....	Sec'y National Trust Co.....	Toronto, Ont.....	5,000
Wm. G. Morrow.....	Manager Loan Co.....	Peterboro', Ont....	7,000
J. M. McKim.....	Manager Publishing Co.....	Toronto, Ont.....	5,000
Henry Hamil.....	Farmer .....	Mull, Ont .....	5,000
Kenneth C. Macdonald..	Dentist .....	Grand Forks, B. C..	5,000
William E. Scully.....	Agent, N. B. S. Railway ..	St. John, N. B....	5,000
Walter D. Miller.....	Agent, The Imperial Life...	Regina, N. W. T...	5,000
Wm. T. White .....	Mgr., National Trust Co.....	Toronto, Ont.....	10,000
Alfred Wood.....	Sec.-Treas., World Newspaper.	Toronto, Ont.....	10,000
Geo. A. Kingston .....	Barrister.....	Toronto, Ont.....	5,000
G. W. Niedringhaus...	Manufacturer.....	St. Louis, Mo.....	10,000
Douglas de L. Badham..	Insurance Agent.....	Milestone, N. W. T.	5,000
Henry Bannister..	Civil Engineer.....	Toronto, Ont.....	5,000
Arthur C. Kemmis.....	Barrister.....	Pincher Creek, Alta.	5,000
Edgar J. MacCosham...	Capitalist .....	Ottawa, Ont.....	5,000
Joseph F. Demers.....	Physician .....	Quebec, Que.....	5,000
T. A. Low.....	Lumber Merchant.....	Renfrew, Ont.....	10,000
Samuel J. Moore.....	Mgr., Carter Crume Co.....	Toronto, Ont.....	50,000
Emile Lionais.....	Electrical Contractor .....	Montreal, Que.....	10,000
A. T. Shillington.....	Physician .....	Ottawa, Ont.....	10,000
William J. Fair.....	Insurance Agent.....	Kingston, Ont.....	5,000
Thomas A. Brady.....	Commercial Traveller.....	Toronto, Ont .....	5,000
Dr. Geo. R. Parkin...	Trustee, Rhodes Scholarships	Toronto, Ont.....	10,000
George W. Tickell.....	Furniture Buyer .....	Belleville, Ont.....	5,000
H. Y. Bishop.....	Stock Broker.....	Boston, Mass. ....	5,000
W. H. Gates.....	Broker and Promoter.....	Windsor, N. S....	5,000
M. N. Davison.....	Mgr. Boot and Shoe Co.....	Windsor, N. S. ....	5,000
F. I. Davison.....	Banker and Broker.....	Windsor, N. S....	5,000
Max O. Klotz.....	Physician .....	Ottawa, Ont.....	5,000
R. H. Hall.....	Student .....	Peterboro', Ont....	10,000
Thomas R. Wright.....	Clerk .....	Toronto, Ont.....	5,000
Edward Sullivan.....	Proprietor .....	Toronto, Ont.....	10,000
C. H. MacKinley.....	Wholesale Stationery.....	Halifax, N. S.....	5,000
Chas. V. Massey.....	Student .....	Toronto, Ont.....	10,000
Hon. Robt. K. Bishop..	Merchant and Ship Owner....	St. Johns, Nfld....	5,000



C. J. Lee.....	Conductor, I. C. R.....	Halifax, N. S.....	5,000
E. A. McBain..	Commercial Traveller.....	Brandon, Man.....	5,000
J. R. Lionais.....	Contractor.....	Montreal, Que....	5,000
F. H. Phippen.....	Barrister.....	Winnipeg, Man....	8,000
John G. Lewthwaite	Farmer.....	Sintaluta, N. W. T.	5,000
R. Walsh.....	Drover.....	Hastings, Ont.....	5,000
H. G. W. Wilson.....	Barrister.....	Indian Head, N.W.T.	6,000
T. M. Fraser.....	Merchant.....	New Glasgow, N. S..	5,000
J. L. Mancini.....	Dist. Mgr., Imperial Life.....	Quebec, Que.....	8,000

## GOOD LOCAL AGENTS.

At our recent Convention we endeavored to impress upon our District and Provincial Managers the great importance of securing first class local agents, and urged them to interest as local agents, in places where the Company is unrepresented, the manager or accountant of a chartered or local bank. During the past six weeks the Company has made no less than five appointments, as agents, of managers of banks, and the success which these managers are meeting with makes it very evident that we have not over-estimated the benefit of these appointments. We again strongly urge our District and Provincial Managers to enlist the sympathies of local bankers in the interests of the Imperial Life.

## DEPOSITS OF CANADIAN LIFE INSURANCE COMPANIES.

*Government Report, Page CIV.*

COMPANY.	PAR VALUE.
The Canada Life Assurance Company.....	\$ 61,000
The Confederation Life Association .....	84,500
The Continental Life Insurance Co.....	55,000
The Crown Life Insurance Co.....	55,000
The Dominion Life Assurance Co.....	56,419
The Excelsior Life Insurance Co.....	54,000
The Federal Life Assurance Co. of Canada.....	74,788
The Great West Life Assurance Co.....	56,000
The Home Life Association of Canada .....	58,000
The Imperial Life Assurance Co. of Canada .....	242 200
The London Life Insurance Co .....	60,000
The Manufacturers Life Insurance Co.....	213,464
The Mutual Life Assurance Co. of Canada.....	108,500
The National Life Assurance Co. of Canada.....	55,000
The North American Life Assurance Co. of Canada.....	59,722
The Northern Life Assurance Co. of Canada.....	56,000
The Royal-Victoria Life Insurance Co.....	160 733
The Sun Life Assurance Co. of Canada.....	64,000

Note:—The par value only is given in the Superintendent's Report. The market value, or the amount which the Imperial's securities deposited with the Government could be sold for is \$253,000.

The Government Deposit of the Imperial Life is greater than that  
of any other Canadian Life Insurance Company.

# The Imperial Life Assurance Company of Canada.

Incorporated by Special Act of the Dominion Parliament.

HEAD OFFICE, TORONTO, CANADA.

Policy No. 8531.

Age, 16.

Sum Assured, \$10,000.00

Annual Premium, \$386.00

## LIMITED PAYMENT ENDOWMENT WITH GUARANTEED VALUES AND PRIVILEGES.

30 Years' Endowment, 20 Annual Premiums. Accumulative Surplus Period, 20 Years.

The Imperial Life Assurance Company of Canada, in consideration of the application for this Policy, hereby made the basis of this contract, and of the annual premium of *Three Hundred and Eighty-Six* Dollars to be paid in advance, and of the payment thereafter at its Head Office of a like sum on the *1st* day of *October* in every year until *Twenty* full annual premiums shall have been paid, or until the death of the assured should that event sooner occur, hereby assures the life of

### CHARLES VINCENT MASSEY,

of *Toronto*, in the County of *York*, and Province of *Ontario*, and promises to pay at its Head Office, to the said *Charles Vincent Massey*, on the *First* day of *October*, A.D. *1932*, or upon the prior death of the assured to *his father, Chester Daniel Massey*, if living, otherwise to the executors, administrators or assigns of the said assured, the sum of

### TEN THOUSAND DOLLARS,

upon the receipt and approval of the proofs of the survivance or of the death of the said assured during the continuance of this contract and of the age (if not previously admitted), and upon the title of the person claiming the money being satisfactorily shewn and upon the surrender of this Policy to the Company with a valid discharge therefor.

**This Policy shall** be indisputable after one year from its date of issue, (except in case of fraud) if premiums have been duly paid, the age of the assured has been correctly stated, and the condition regarding Naval and Military service complied with.

**The privileges and provisos** printed and written by the Company on the other side of this Policy and on the succeeding pages hereof are hereby made a part hereof as fully as if the same were herein stated over the seal and signatures hereto affixed.

**No provision of this Policy** can be changed, waived or modified except by an endorsement hereon, signed by the President, a Vice-President, Managing Director and Secretary of the Company, or any two of them.



**In Testimony Whereof** the President, a Vice-President, Managing Director and Secretary of the said Company or any three of them, have hereunto set their hands and caused the seal of the said Company to be hereunto affixed, in the City of *Toronto*, this *Eleventh* day of *October*, one thousand nine hundred and *Two*.

O. MOWAT, President.

F. G. Cox, Managing Director.

T. BRADSHAW, Secretary.



## A GOOD POLICY.

We have much pleasure in presenting a fac-simile of a policy issued a few days ago on the life of Mr. Charles V. Massey, son of our esteemed Director, Mr. Chester D. Massey, the President of the Massey-Harris Company. Mr. C. D. Massey is a firm believer in life insurance. He himself carries \$20,000 in the Imperial Life, in addition to large sums in other Companies. Mr. Massey is also a strong advocate of young men placing insurance on their lives at the earliest time possible, and gives a practical demonstration of his belief by encouraging and assisting his son in obtaining this insurance. In our opinion great wisdom was exercised by Mr. Massey in the selection of the Plan of Insurance. For a young man it is difficult to suggest a more attractive contract than the 30 Year Endowment Policy by 20 annual payments, with Accumulative Surplus Period of 20 years. There are thousands of parents who would be willing to do as Mr. Massey has done for his son, and assist their sons and daughters to commence life aright, by taking out a policy in a strong, progressive company like the Imperial. This is a feature of life insurance which has been, to some extent, over-looked by the general life insurance companies, but which Imperial representatives are in a strong position to canvass by means of the above plan and the Young Man's Investment Policy.

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## ADVERTISING.

Those of our representatives who have been considering the question of advertising, but who have not yet taken any action, would do well to try it during the last two months of the year. In November and December you are putting forth every effort to secure new business, and if you have the aid of judicious advertising to keep you and the Imperial before the public, it will make your work so much easier. We give two more reading advertisements in this issue, and trust they will be used by a large number of our representatives.

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## THE EFFECT OF GOOD INTEREST EARNINGS.

There was recently published in the "Bulletin" a table setting forth the rate of interest earned by each of the Canadian life insurance companies during the year 1901. These rates are now reproduced, and in addition thereto we add a most interesting and instructive column, showing the effect which these various interest rates have upon money running over a period of 20 years. Take the case of a person who pays an annual premium of \$100.00. A company which is earning on its invested funds 5 per cent. should be able to do better for that policy holder in the way of profits, all other things being equal, than a company which is earning only  $3\frac{1}{2}$  per cent. or 4 per cent. Interest earnings over and above the interest rate ( $3\frac{1}{2}$  per cent.) at which the reserves are calculated, are one of the most prolific sources of profits to a life insurance company. In 39 companies it has been found, from an analysis of the profits of the year 1901 that no less than 48 per cent. of the total surplus earned resulted from the excess of interest realized over the interest required to maintain reserves. The table now produced shows that \$100 invested at the beginning of each year for 20 years at the rate earned by the Imperial Life last year, viz., 5.39 per cent., will amount to \$3,631.96 at the end of that time, whereas, in the case of a company earning 3.39 per cent., \$100 paid annually would, at the end of twenty years, amount to \$2,891.05. If the rate of interest earned were but 3.91 per cent., the accumulations at the end of twenty years would be \$3,065.58, and so on.

This should be a splendid point for Imperial Life agents to bring before pro-



spective applicants, and makes another strong addition to the advantages which the Imperial Life offers to prospective applicants.

Company.	Rate of Interest Earned in 1901.	Amount at end of 20 years of \$100 paid at beginning of each year.
Canada .....	4.64%	\$ 3,331.30
Confederation .....	4.57	3,304.76
Continental .....	4.29	3,200.77
Crown .....	1.77	2,416.93
Dominion .....	5.02	3,479.99
Excelsior .....	5.36	3,619.41
Federal .....	4.97	3,460.02
Great West .....	6.43	4,101.09
Home .....	4.26	3,186.14
<b>Imperial .....</b>	<b>5.39</b>	<b>3,631.96</b>
London .....	5.60	3,721.66
Manufacturers .....	4.78	3,385.25
Mutual, of Canada .....	4.92	3,440.19
National .....	3.39	2,891.05
North American .....	4.61	3,319.87
Northern .....	4.11	3,135.86
Royal Victoria .....	3.91	3,065.58
Sun of Canada .....	5.12	3,522.30

## THE FOREIGN BUSINESS OF AMERICAN COMPANIES.

### CONNECTICUT INSURANCE REPORT.

"There are five American companies reporting here that continue to transact business in foreign countries other than Canada.

\* \* \* \* \*

"Already the managers of these gigantic trust institutions are becoming alarmed at their own enterprise. They invoke legislation limiting the amount of insurance to be written by any one corporation in a single year. They endeavor to create a reform in the inordinate commissions paid agents, and solicit the co-operation of conservative companies to aid them in accomplishing that result.

"If the business were conducted in a conservative manner, and only reasonable commissions paid agents, and a careful and judicious investment of assets were made, the grand total of assets might not present such a wealth of figures, but the surplus over liability account would not suffer in comparison. It may not be untimely to suggest that in the interest of sound insurance laws, legislation will be required limiting the transactions of American companies to the healthy portions of the American continent, and at the most to those foreign countries where the law of mortality is well established upon reliable data. The practice that now prevails of charging an extra premium in such countries as can furnish no reliable mortality tables, in order to meet the extra death rate, without incurring at the same time an additional reserve to meet such additional liability, is not in accord with good insurance laws, nor is it based upon correct insurance principles. The advantage to be derived to the home policy-holder in an American company writing foreign business, and especially a business conducted on the mutual principle, has not yet been satisfactorily pointed out. An adverse experience in countries where a reliable mortality table is not extant might seriously encroach upon the surplus, and by reducing dividends raise the cost of the insurance. The presumption, to say the least, is not in favor of foreign busi-

ness. Finally, is not the North American continent a reasonable and safe field, in territory, in mortality, experience and safe investment, for the display of the combined enterprise of the American life insurance companies?"

The following table gives the foreign business of the three largest American Companies as at Dec. 31st, 1901 :

	EQUITABLE.	MUTUAL.	NEW YORK.
	Amount of Insurance in force.	Amount of Insurance in force.	Amount of Insurance in force.
Europe.....	\$ 172,124,679	\$ 167,884,166	\$ 225,289,921
Asia.....	6,884,267	763,318	9,952,652
Africa.....	15,488,952	9,768,733	4,683,247
Australasia.....	24,160,055	9,059,357	11,774,492
South America.....	40,248,934	5,000	36,481,534
Central America.....	4,674,887	.....	2,541,017
West Indies.....	7,896,478	791,171	6,274,006
Mexico.....	9,729,417	14,204,151	6,819,327
Other countries & Islands.	5,043,616	.....	232,216
	<hr/> \$ 286,250,485	<hr/> \$ 202,475,896	<hr/> \$ 304,048,412

### IMMEDIATE ANNUITIES.

This form of annuity steadily grows in favor, and becomes increasingly popular with those who desire to secure a permanent and safe income for a capital sum paid. Such an annuity is chiefly advantageous and attractive to a person who desires to make the best possible provision for himself, and with a view to his own comfort alone. They are, therefore, principally purchased by bachelors and spinsters ; or by widows or widowers having no children ; or by parents whose children are settled in life.

No better or safer provision can be made, especially by those somewhat advanced in years ; since a high rate of interest on the capital invested is obtained.

By means of this annuity an excellent provision may also be made for an old servant, a relative or a friend.

The following are the rates yielded by an investment in an annuity in the Imperial Life, at the ages named, the lives being male :

At age 45	the investment	will yield.....	6.48	per cent.
" " 50	" " " "	" " " " " " " "	7.22	" "
" " 55	" " " "	" " " " " " " "	8.10	" "
" " 60	" " " "	" " " " " " " "	9.14	" "
" " 65	" " " "	" " " " " " " "	10.70	" "
" " 70	" " " "	" " " " " " " "	12.83	" "
" " 75	" " " "	" " " " " " " "	15.86	" "
" " 80	" " " "	" " " " " " " "	19.92	" "

For example : A man of 60 has managed to save \$10,000, which he desires to invest in the best and safest way. If Government stock, or railway shares be selected, the interest might be roundly taken at 3 per cent. or 4 per cent., which would yield \$300 and \$400 respectively ; or some other investment might be made which would yield, say, \$500 a year. On the other hand, should he purchase an annuity from the Imperial Life, he would secure an annual income of \$914.00, about the prompt payment of which he could feel absolutely certain. Or, if an aged female servant were to be provided for, \$2,000 at age 55, would secure a pension of \$214 per annum.

## STANDING OF THE AGENCIES FOR OCTOBER.

1—Montreal, Que.	13—Toronto, "H"
2—Winnipeg, Man.	14—Hamilton, Ont.
3—London, Ont.	Toronto, "B"
4—Peterboro', Ont.	15—Port Elgin, Ont.
5—Halifax, N. S.	16—Vancouver, B. C.
6—Newfoundland.	17—Durham, Ont.
7—Head Office.	Elmbank, Ont.
St. John, N. B.	Picton, Ont.
8—West Indies.	St. Catharines, Ont.
9—Ottawa, Ont.	18—Collingwood, Ont.
Toronto, "L"	Red Deer, Alta.
10—Toronto, "K"	Regina, N. W. T.
11—Brockville, Ont.	Sault Ste. Marie, Ont.
Kingston, Ont.	Toronto, "City."
12—Port Arthur, Ont.	Whitby, Ont.

## THE HONOR ROLL FOR OCTOBER.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed:—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked:—
  - (A) In regard to the amount of new insurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared in the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
J. S. Wallace, Winnipeg, Man. ....	\$21,000 ..	1	.. \$736 40	.. 4 ..	7
H. P. Lindsay, Peterboro, Ont. ....	20,000 ..	2	.. 883 75	.. 1 ..	1
J. A. Robinson, St. Johns, Nfd. ....	18,000 ..	3	.. 826 55	.. 3 ..	1
S. P. Saunders, Hamilton, Bermuda ..	15,500 ..	4	.. 702 80	.. 5 ..	7
A. H. Fair, Halifax, N.S. ....	13 500 ..	5	.. 874 20	.. 2 ..	6
Dr. D. Lowrey, Toronto, Ont. ....	11,000 ..	6	.. 344 10	.. 7 ..	6
Rev. A. W. Ross, Portage la Prairie, Man.	11,000 ..	6	.. 316 70	.. 8 ..	9
J. L. Mancini, Quebec, Que. ....	10,500 ..	8	.. 334 90	.. 6 ..	6
W. E. Kerr, Toronto, Ont. ....	8,500 ..	9	.. 249 40	.. 10 ..	3
J. Cawley, Brockville, Ont. ....	8,000 ..	10	.. 310 00	.. 9 ..	7
J. B. Cooke, Kingston, Ont. ....	7,000 ..	11	.. 267 65	.. 13 ..	5
Geo. R. Hamilton, London, Ont. ....	7,000 ..	11	.. 270 10	.. 12 ..	4
R. F. Clarke, St. John, N.B. ....	7,000 ..	11	.. 291 70	.. 10 ..	1
W. A. McCallum, Port Arthur, Ont. ...	7,000 ..	11	.. 124 50	.. 22 ..	2
C. F. McTavish, London, Ont. ....	6,250 ..	15	.. 256 95	.. 14 ..	1
J. Boyer, Beauharnois, Que. ....	6,000 ..	16	.. 287 50	.. 11 ..	2
F. G. Hearne, Toronto, Ont. ....	6,000 ..	16	.. 180 10	.. 17 ..	4
J. F. Driscoll, St. John, N.B. ....	5,500 ..	18	.. 157 90	.. 20 ..	4
W. H. Seymour, Hamilton, Ont. ....	5,000 ..	19	.. 157 85	.. 21 ..	3
W. A. Bignell, Quebec, Que. ....	5,000 ..	19	.. 174 25	.. 18 ..	2
A. S. Wickware, Ottawa, Ont. ....	5,000 ..	19	.. 172 80	.. 19 ..	9
W. H. Bessey, Toronto, Ont. ....	5,000 ..	19	.. 193 00	.. 16 ..	2



## AGENCY DIRECTOR.

This is an office recently created by the Imperial on account of the rapid extension of its business, and the opening up of new territory. Mr. Henry Sutherland, late Managing Director of the Temperance and General Life Assurance Company, was selected to fill this position, and in view of the splendid work which he accomplished for that Company, we feel that the Imperial Life has been fortunate in securing his services. Mr. Sutherland's first work was the opening up of Newfoundland, and the excellent results attending that work are referred to in another part of this issue. We bespeak for Mr. Sutherland that kindly sympathy and co-operation which has always characterized the work of the representatives of the Imperial Life.

## INCREASE IN PREMIUM INCOME.

We congratulate our representatives upon the successful manner in which collections of cash premiums in the month of October were made. So satisfactory were the receipts that the prospects are most encouraging for an increase of \$100,000 over the total for 1901. Much, however, depends upon the manner in which premiums are collected in cash in the months of November and December. We ask you to observe the following :—

- (1) Where a note has to be taken for a first year's premium, arrange that it shall fall due not later than the 23rd of December, thus permitting of its collection and receipt in cash by the Head Office before the 31st December, 1902.
- (2) COLLECT ALL RENEWAL PREMIUMS IN CASH promptly when due, not waiting until the last day of grace expires. This can be accomplished by tact and foresight.

A strong effort, a combined effort and an earnest effort will unquestionably bring the increase of \$100,000 in cash premium receipts, which will be a magnificent attainment.

## THE GREAT EVIL.

When a man assures his life for the protection of his family, he does well. But how often do men allow their policies to lapse "temporarily" and die without insurance! The records of every life company indicate that there are thousands of them; and the multitude of refined women who are seamstresses or boarding-house keepers or saleswomen, and the multitude of cash girls and errand boys throughout the country prove it.

## THE OCTOBER BUSINESS.

Ten months steady increase is indeed a record to be proud of, and to-day we are enabled to congratulate our field staff on the accomplishment of this highly gratifying achievement. The business of October 1902 shows an increase of over 41% over that of October 1901, and the business thus far this year an increase of 30%—figures which speak for themselves. This record of steady advancement will clearly indicate the excellent progress which the Company has made thus far this year.

November and December of 1901 yielded us \$768,000 of new applications, or an average of \$384,000. To reach our aim of \$4,000,000 for 1902, November and December will require to produce not less than \$900,000 or an average of \$450,000. The securing of this amount will just give us \$4,000,000 for the year.

This means that we have only to increase our November and December business of last year by 17% to attain the desired end, and in the face of what our loyal staff has done in October, there should be absolutely no difficulty in this. Steady concentration of our energies, and indefatigable efforts, constantly directed to the attainment of our aim, cannot fail to bring success.

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THOU can'st not gather what thou dost not sow ;  
As thou dost plant the tree, so will it grow.

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## THERE IS AN ENDING AS WELL AS A BEGINNING TO EVERY LIFE INSURANCE CONTRACT.

Every life insurance representative meets, from day to day, men who on maturing policies are, or have been, sorely disappointed with the "actual results" as compared with the "estimates" given them at the time of taking their policies. The Imperial Life is determined that in its case this shall not be. It has refused, and will refuse to allow any anxiety for current business to call into use any method or practice that endangers in the slightest degree the future reputation and prestige of either the Company or its representatives. Generally speaking our representatives are young men whom we expect to continue in their positions with the Company for years to come, and who, a short time hence, will arrange settlements of the accumulation policies now being sold. Our estimates now in use are based upon an interest rate of  $4\frac{3}{4}$  per cent., while the rate of interest earned in 1901 was 5.39 per cent., and continues equally satisfactory this year. This is but one indication, and a strong one at that, that on the maturity of their policies our patrons will be "pleasantly surprised" rather than "sorely disappointed."

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THE uninsured are in no more peril than the insured, but their families are.

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## ANNUAL REPORTS.

We have still a few of the Company's 1902 Annual Reports on hand, and shall be pleased to forward any representative a supply upon request. It has proved to be *the* strong canvassing document of the year.

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ENTHUSIASM and anxiety are opposite conditions ; earnest enthusiasm attracts business ; over-anxiety causes loss of confidence and repels business. Be personally anxious for business, but in your canvass be enthusiastic, and applications will result.



## NEWFOUNDLAND.

During the month of October the Imperial commenced active operations in the Island of Newfoundland, and Mr. J. A. Robinson, formerly Colonial Secretary of the Island was selected as the Company's Manager.

The wisdom of this appointment is quite evident upon an inspection of the "Standing of the Agencies for October." During the first month of his connection, Mr. Robinson has secured for his agency 6th place, and he, himself, has secured 3rd place on the Honor Roll. Mr. Robinson has started in with an enthusiasm and energy that bids fair to bring him amongst the leaders in the near future, and we anticipate that when 31st December, 1902, comes around the Imperial will have not less than \$50,000 of insurance in force there, with an annual premium revenue of about \$2,000. The invasion of Newfoundland by the Imperial may, we hope, assist in bringing Newfoundland and Canada to closer relationship.

We extend to Mr. Robinson a hearty welcome to our field staff.

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THE ill consequences of one imprudent step will be felt in many an after step.

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## NOTES.

**Montreal**, after a close contest with **Winnipeg**, managed to secure first place in the "Standing for October." Manager J. S. Wallace, of Winnipeg, is apparently putting forth every effort, and we should not be surprised to see him move up a place next month. **London** was not very far behind in the race, and Manager Geo. R. Hamilton seems determined to have some hand in the matter before the end of the year.

**Mr. J. S. Wallace, of Winnipeg, Man.**, is the leader for individual work for the month, but only by a very narrow margin. The monthly contest for personal honor has grown very keen of late, and this month it was not decided who would lead until the last day.

Although **Mr. H. P. Lindsay's** first application for the Imperial was only secured in September, 1902, he apparently must now be reckoned as one of our best producers of new business. In addition it will be seen that his business carries a high premium rate, a proof that he is a regular "Imperial" representative. A continuation of this good work Mr. Lindsay, will certainly put you in the front rank.

**Mr. C. F. McTavish** is another recent addition to our field staff, having written his first application during October. He is associated with the Western Ontario Branch as special travelling representative, and Mr. Hamilton must certainly be congratulated upon such a valuable acquisition.

To **Dr. Lowrey** and **Mr. W. H. Bessey**, belong the honor of securing Mr. Massey's application, (referred to elsewhere). More "Imperial" business for Dr. Lowrey.

**Mr. S. P. Saunders** continues his good work in the West Indies. \$40,000 personal business secured in the last two months is a record which it will be hard to beat.

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"They also serve who only stand and wait," never applied to a life insurance agent.



## NEAT AND ATTRACTIVE.

Neat and attractive in form, simple and straightforward in explanation is the new pamphlet entitled "An Investment for Young Men" just issued for the information of the public by the Imperial Life Assurance Company of Canada. It sets forth most clearly the advantages to be obtained under a policy on this attractive plan in this progressive Company, and can be readily understood by any one who may read it. This form of insurance seems to meet the demand made by young men who, while desiring insurance combined with investment, do not see their way clear to purchase a contract carrying with it as large a premium as that payable under a 20 Year Endowment Policy. Under the "Young Man's Investment Policy" the premiums range from \$38.20 at age 17, to \$42.20 at age 37. Each policy grants substantial guarantees and liberal privileges and options. Any one desiring one of these pamphlets can obtain it by communicating with the Imperial Life Assurance Company of Canada, Toronto, Canada, or (Agent's name and address.)

## CONFIDENTIAL

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# THE IMPERIAL LIFE AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

## PAY OFF THAT MORTGAGE

Many a farmer is having a hard fight to pay off his mortgage. Some have given up trying to pay it off and are content to just meet the interest from year to year. Did it ever occur to a person in this position that if he were to die, his family might not be able to meet this interest? In that case the mortgage would be foreclosed and perhaps his family evicted.

That mortgage can be paid off. Suppose you are a man aged 30 with a \$2,000 mortgage on your farm. At age 30 the premium for a 25 Year Endowment Policy in the Imperial Life Assurance Company of Canada, Head Office, Toronto, Ont., is \$68.10. In return for that annual premium the Company agrees to hand you \$2,000 when you attain age of 55. Or if you die at any time during the endowment term, your family will immediately receive the \$2,000. Thus in either case the mortgage on your farm will be wiped out; if by your death, your family will be left in an independent position,—if by the maturity of the policy, you yourself will be able to enjoy the fruits of your foresight. Write to (Agent's name and address) for full particulars.



ABSOLUTE SECURITY TO POLICY-HOLDERS

# *The Imperial Life Assurance Company*

OF CANADA

*24 King St. E. Toronto.*

December 1st., 1902.

To the Imperial Life Field Staff:-

Gentlemen:-

In entering the last month of 1902, the fact is forcibly impressed upon us that we are face to face with the last opportunity to realize our aim for 1902-- "the writing of \$4,000,000 of new policies of assurance".

December 31st 1902, will mark an important era in Imperial Life affairs -- then it will be known whether the earnest efforts of our staff have met with the success which they so richly deserve.

At the beginning of 1902 \$4,000,000 of new business was thought possible, considering the Imperial's loyal and determined representatives. Although still \$600,000 short of that amount, the comparatively large business secured during the past 11 months -- a business which has eclipsed that for a like period in any previous year in the Imperial's history, and greatly in excess of that for the whole of 1901 --- is abundant evidence of the reasonableness of our aim, and of the ability and determination of our agency staff.

But what about December's operations? Will success crown our efforts? We think every Imperialite will join with us in saying most emphatically "Yes". December 31st must see the fulfilment of our aim, "must". The die has been cast and success must be attained. Success in reaching \$4,000,000 this year means greater success in 1903.

December is the harvest month for the life assurance solicitor. In it he reaps largely the results of his efforts during the past eleven months. Determine to make your harvest bountiful, as you surely can; toil unceasingly to garner it safely, and leave nothing undone to secure completed applications not prospects - in December. I know of nothing that will so certainly bring success as the striving for some definite result during each one of these remaining 26 days.

Yours very truly,

*J. D. D. D.*

Secretary



## **November's Business—December's Aim.**

The monthly increase still keeps up, although it fell rather below the average last month. November gave us \$356 500—a magnificent business, and one which shews the splendid spirit in which our representatives are waging the campaign for the \$4,000,000. The business was well distributed from the Atlantic to the Pacific, which indicates that great enthusiasm permeates the whole agency staff.

Six Hundred Thousand (\$600,000) dollars has been set as the aim for December. This looks a formidable amount for one month's work, when taken in the aggregate, but distributed over all our agencies, it looks really insignificant. It is surprising what a small amount is needed from each agent, to bring success.

And why should not each one do his share? If each Imperialite could be depended upon for \$3,000, considerably more than \$600,000 would be realized. Just think of it! The comparatively insignificant sum of \$3,000 from each representative would bring us considerably more than \$4,000,000 for the year.

Is this too much to ask from each agent? A majority of our agents will largely exceed that amount,—many have promised many times \$3,000. Let each one aim as his prospects warrant, but don't under any circumstance aim at less than \$3,000.

## **The Necessity for a Reserve.**

The necessity for a reserve in life assurance is clearly demonstrated by a study of the experience of those regular life assurance companies which have ceased to transact new business in Canada. On page XXII of the last "Report of the Superintendent of Insurance of the Dominion of Canada" is a table showing the premium income of such companies from 1879 to 1901. Their total premium income, in that period, 23 years, amounted to \$5,796,445. The amount paid to policyholders by these companies during the same time was \$8,995,721. In other words, the payments to policyholders represent 155% of the total premiums received. If these companies were depending solely upon premiums, or, as the fraternal and assessment societies designate them, "calls," how would it have been possible for them to have fulfilled their contracts with their policyholders as they fell in by death or maturity of the endowment period? These companies did not depend solely upon premiums, but they drew upon the "*Reserve Fund*" which had been accumulated from premiums and interest in previous years, for the very object of meeting claims when the current premium income would be insufficient to do this.

## **Permanency of Business—**

### **The Imperial Excels.**

The following table, giving the percentage of lapsed and surrendered assurance to new assurance, has been prepared from the last (Dec. 31st, 1901) and the three preceding "Reports of the Superintendent of Insurance of the Dominion of Canada." The names of the Companies are omitted, as it is not desired to give offence to any company.

Inasmuch as lapses and surrenders do not arise out of any one year's business, but are mainly due to the business of the preceding four years, the average annual amount of new business for the past four years is taken as one factor, and the total lapses and surrenders for the year 1901 as the other. The percentage which the second factor is of the first is shown in the last column.

For one Company the percentage was as high as 71%; in other Companies

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## **The Last Opportunity.**

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the rate ran as high as 69, 58 57, 55 per cent. The lowest rate, 20%, applied to the business of The Imperial Life. The rate next lowest after that of this Company was 26.9%.

The main conditions which tend to make The Imperial Life's business persistent are:—

- (1) The Company's strong financial standing, coupled with its able and influential Directorate.
- (2) Its popular and attractive Plans of Insurance.
- (3) Its policy-holders are amongst the best class of people.
- (4) The Company's policies have been sold on their merit by agents who have represented the Company faithfully.
- (5) The careful and business-like manner in which the affairs of the Company have been conducted.

*Percentage of Lapses and Surrenders for 1901 compared with Average New Business for past 4 years.*

Company.	Average Annual Amount of New Business for 1898 9. - 1900-1.	Amount of Lapses and Surrenders for 1901.	Percentage of Lapses and Surrenders to New Business.
Company No. 1.....	\$3,842,216	\$1,628,048	42.
" " 2.....	3 124 365	1,085,456	35.
" " 3*.....	1,014 465	559,255	55.
" " 4.....	755,629	237 837	32.
" " 5.....	1 097,562	537 680	49.
" " 6.....	2,155,081	1 179 297	55.
" " 7.....	2,638,876	1,011,395	38.
" " 8*.....	665,296	384,366	58.
<b>Imperial Life. ....</b>	<b>3,143,097</b>	<b>637,902</b>	<b>20.</b>
Company No. 10.....	1 564 774	1,090,041	70.
" " 11.....	2 472 222	1,760 685	71.
" " 12.....	4,802,282	1,290,712	27.
" " 13*.....	784 971	448 000	57.
" " 14.....	4,083 286	1,780,103	44.
" " 15.....	823 414	482,373	59.
" " 16.....	814 321	360,250	44.
" " 17.....	4 248 753	2,104,855	50.

\* These Companies have not been doing business for four years; the average has been taken for the number of years for which they have made returns.

### **Increase the Cash Premium Income \$100,000.**

In your anxiety to secure the greatest amount of new business possible in the month of December, do not overlook the equally important matter of endeavoring to collect in cash this month every amount due the Company, and of reporting the same at the earliest date possible.

If each one will do his duty in the collection of premiums in cash, the \$100,000 increase in premium income will unquestionably be realized; on the other hand, failure to put forth your best efforts may nullify the result. It is not a question of securing settlements for premiums, but it is a question of securing cash for premiums, and also of securing the prompt payment of notes. An increase of \$100,000 in cash premium income will be a magnificent record, and one which will materially help you and strengthen your hands for greater accomplishments in 1903.

**Concentration is the Secret of Success**

## The Honor Roll for November.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed:—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :—
  - (A) In regard to the amount of new insurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
Dr. D. Lowrey, Toronto, Ont. ....	\$50,000 ..	1 ..	\$2,064 80 ..	1 ..	7
J. A. Robinson, St. John's, Nfd....	17,000 ..	2 ..	779 65 ..	4 ..	2
E. S. Miller, Montreal, Que .....	16,500 ..	3 ..	829 90 ..	3 ..	5
J. D. Olivier, Montreal, Que.....	16,000 ..	4 ..	1,109 20 ..	2 ..	2
E. W. Chandler, Campbellton, N. B..	12,750 ..	5 ..	496 40 ..	6 ..	6
W. A. Gibson, Fredericton, N. B....	11 500 ..	6 ..	490 35 ..	7 ..	3
A. McN. Shaw, St. John, N. B.....	11,000 ..	7 ..	518 20 ..	5 ..	3
G. R. Hamilton, London Ont.....	9 500 ..	8 ..	433 35 ..	9 ..	5
J. A. LaBelle, Joliette, Que .....	9,250 ..	9 ..	317 85 ..	10 ..	8
J. W. W. Stewart, Vancouver, B. C..	8 500 ..	10 ..	285 35 ..	13 ..	5
J. Cawley, Brockville, Ont.....	8,000 ..	11 ..	292 70 ..	12 ..	8
J. E. McCuaig, Ottawa, Ont.....	8,000 ..	11 ..	302 25 ..	11 ..	3
A. Steckle, Tavistock, Ont .....	7,500 ..	13 ..	440 20 ..	8 ..	1
J. S. Wallace, Winnipeg, Man .....	7,000 ..	14 ..	219 80 ..	18 ..	8
J. L. Mancini, Quebec, Que.....	6,500 ..	15 ..	248 65 ..	17 ..	7
J. F. Driscoll, St. John, N. B.....	6 250 ..	16 ..	185 45 ..	23 ..	5
H. P. Lindsay, Peterboro', Ont .....	6,000 ..	17 ..	178 50 ..	24 ..	2
F. G. Hearne, Toronto, Ont.....	6,000 ..	17 ..	283 05 ..	14 ..	5
Rev. A. W. Ross, Portage la Prairie, Man.	6 000 ..	17 ..	214 20 ..	19 ..	10
W. H. Seymour, Hamilton, Ont.....	5,000 ..	20 ..	161 90 ..	26 ..	4
W. G. Reburn, Toronto, Ont.....	5,000 ..	20 ..	125 20 ..	27 ..	1
J. K. Pickett, Toronto, Ont.....	5 000 ..	20 ..	277 75 ..	15 ..	1
E. Winter, Leamington, Ont.....	5,000 ..	20 ..	192 95 ..	21 ..	5
N. D. Bell, Port E'gin, Ont .....	5,000 ..	20 ..	207 15 ..	20 ..	1
S. P. Saunders, Hamilton, Ber.....	5 000 ..	20 ..	188 60 ..	22 ..	8
W. E. Kerr, Toronto, Ont.....	5,000 ..	20 ..	260 10 ..	16 ..	4
W. C. Gall, Toronto, Ont.....	5,000 ..	20 ..	169 90 ..	25 ..	2

## Advertising that Brings Applications.

That there is an art in advertising is universally admitted, but that there is an art in following up advertising is not so well known. Some life agents advertise, and then think that they have only to sit in their office and results will be thrust upon them. It is needless to say that ninety-nine times out of a hundred they are disappointed. Advertising will always pay, but its greatest results in the life assurance business are only obtained by making a thorough personal canvass in conjunction therewith. Then results are almost certain.

Some of our representatives have grasped this idea splendidly, and are reaping excellent results. Messrs. S. P. Saunders, of Hamilton, Bermuda; J. A. Robinson,

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**Actions speak louder than words.**

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of St. John's, Nfd.; and H. V. Fieldhouse, of Neepawa, Man., are all making advertising pay, and pay well. They are investing a little money in "printers ink," and reaping an hundredfold.

Two more small display advertisements are given in this number of the "NEWS." If you have not as yet advertised, try it during December, and see if you cannot attain the success some of our other representatives are reaping.

### **December Campaign.**

System and concentration are absolutely essential to your success and to the Imperial's success this month. To assist you in systematizing your work you will find accompanying the "Agents News" a sheet on which to enter the names of the "prospects" whom you expect to close this month. Observe the following:—

1. Enter immediately the full particulars called for, relating to every person whom you have the slightest prospect of closing this month.
2. Add to the list, every day, all other names as they occur to you.
3. Commence immediately a vigorous canvass of every prospect—scoring out those whom you know confidently, will not insure in December; also those whose applications you do secure.
4. Keep on your list those persons whom you have hopes of securing in December,—toil unceasingly with them, using tact, discretion, judgment and firmness.
5. Consult your list morning, noon and night. Lay out early on each one of the 26 mornings the names of a goodly number of persons whom you expect to do business with that day.
6. Make definite appointments, and never leave a prospective applicant without either securing his application or arranging for a definite date for a re-visit.
7. Be sure that December 31st sees your list entirely exhausted.

### **The Old Story.**

THE PROGRESSIVE FRATERNITY, a Massachusetts assessment order, has ceased to progress, and its fraternal element has turned out to be anything but brotherly. It is in the hands of a receiver who has \$3,000 of assets to pay \$12,000 of liabilities. It started with 500 members, but soon lost 400, who are "left lamenting" over cash gone for nothing, not even the chance of a cocked hat and a sword, which some seem to prefer to a good, sound, reliable life policy.

THE ODD FELLOWS' MUTUAL BENEFIT ASSOCIATION made application in the Superior Court, New Haven, last week for the appointment of a receiver. The statement recently issued by the Association shows that it owes \$60,000 and has only about \$3,000 in the Treasury. The Association has been in existence since 1867. The cause of the present condition is the drop in membership since January last from 2,500 to 785.

—*Ins. and Finance Chronicle.*

### **The 1903 Calendar.**

By this time Imperial Life representatives will have received the Company's 1903 Calendar—we trust you are pleased with the design.

The Calendar has been issued with a data sheet for December, 1902, with the object of enabling you to secure for it a good advertising position, but especially to aid you in securing new business during this month. Some representatives when they receive a supply of Calendars despatch them by mail. In doing this, a valuable opportunity is lost for presenting the merits of the Imperial and

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**Nothing is impossible to industry except failure.**

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possibly securing the application. Hand the Calendar personally to your prospect; if possible select the best place in the establishment to hang it, and thus bring yourself and the Imperial into close relationship with your prospective client.

In sending the Calendar out now, a distinct advantage is gained, inasmuch as it will be in advance of those of your competitors, also of the great flood of Calendars which will shortly follow. See that you secure to the fullest the great benefit of this marked advantage—a Calendar now will be immensely more appreciated than one a month hence.

A Calendar has already been sent from Head Office to each Bank and its Branches in Canada. We are of the opinion that there is no better or more influential community to cultivate business with than our Bankers. Follow up the sending of the Calendar by a personal call upon the Bank Manager and other members of the staff.

It is sincerely hoped that this Calendar will be of material assistance to you, not only during the coming year, but more especially in aiding to secure the \$4,000,000 before December 31st.

### **Standing of the Agencies for November.**

1—Montreal, Que.	West Indies
2—Toronto, "L"	Toronto, "H"
3—St. John, N. B.	11—Toronto, "K"
4—London, Ont.	12—Port Elgin, Ont.
5—Head Office	13—Toronto, "City"
6—Newfoundland	14—Brandon, Man.
7—Ottawa, Ont.	Calgary, N. W. T.
Winnipeg, Man.	Durham, Ont.
8—Brockville, Ont.	Sault Ste. Marie, Ont.
Regina, N. W. T.	Toronto, "B"
Vancouver, B. C.	15—Halifax, N. S.
9—Red Deer, Alta.	Pictou, Ont.
Peterboro' Ont.	St. Catharines, Ont.
10—Hamilton, Ont.	16—Brampton, Ont.
Kingston, Ont.	

### **The Passing Away of Fraternal**

#### **And Assessment Assurance.**

On page 27 of the "Report of the Superintendent of Insurance of the Dominion of Canada," a reference is made to "Assessment Insurance." In 1901 five of these societies were operating in Canada:—Catholic Mutual Benefit, Commercial Travelers' Mutual Benefit, I. O. F., Woodmen of the World, and Mutual Reserve. In that year the total "new business" of these institutions was \$10,120,699, or \$2,789,101 less than that for 1900. Not only was there a considerable falling off in "new business," but the most disastrous condition is recorded of the "terminated policies" in 1901, having been greater than the entire "new business" of that year by \$898,001. In other words, the total terminated policies amounted to 108.5 per cent. of the new business.

If no other result accrued than the depletion of "business in force," that within certain limits might not be a serious factor, but as the good lives are the ones that are passing out, and the old and defective lives are remaining, the conclusion must inevitably be an abnormal death rate amongst the residue, accompanied by a largely increased cost to those continuing. Such a state of affairs is ruinous, and sound life underwriters have anticipated and frequently predicted it.

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**\$600,000 in December.**

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## December's Aim.

Don't be afraid to promise yourself that you will do a certain amount of business in December—and don't be afraid to make the amount a generous one. A promise made in good faith is a responsibility, and *no man with any mettle in him ever failed to gain in proportion as responsibilities were placed upon him.* The man who hesitates to say boldly that he *will* do a thing, is the kind of man who has a shiver run down his back when the bills begin to increase or when there is an additional mouth to feed; but the man who accepts responsibilities and rises to them is the one who grows and prospers, and is equal to the occasion, with always a reserve force left to meet an emergency. Don't be afraid of any amount of effort, for remember that every man you assure, or even try to assure, helps to develop you into a more experienced and able life assurance solicitor.

## Notes.

Another victory for **Montreal**. Apparently we will soon have to grapple with the "trust" problem. However the only legislation we can enact at the present time for the benefit of the other agencies is, "put forth greater efforts."

**Dr. Lowrey** has achieved great distinction this month. Not only does he head the Honor Roll, but his personal business this month is more than double that of any other representative for any month during 1902. This is truly a record to be proud of and we extend to Dr. Lowrey our heartiest congratulations. A twenty-five, a ten, a nine, a five, and a one is certainly a good month's work.

**Mr. J. A. Robinson of St. Johns, Nfld.**, is doing splendid work, as evidenced by his high position on the Honor Roll. Notwithstanding the fact that the Imperial was entirely unknown in the island two months ago, he has been successful in securing \$35,000 personal business during that time.

**Montreal** agency has 4 places on the Honor Roll; **St. John** 4 places and **London** 3 places;—records which speak well for the organization work of the Managers at those points.

**Mr. A. Steckle of Tavistock, Ont.**, is a recent addition to Manager Geo. R. Hamilton's staff. His efforts are meeting with good success. His business is notable for its high premium rate, which indicates that he is a thorough "Imperialite."

Twenty seven names on the Honor Roll this month,—a fact which shews that our agency staff as a whole is getting in some good work. This list will unquestionably be largely increased in December.

**Mr. J. D. Olivier, of Montreal, Que.**, is doing a good business, and Mr. Miller is to be congratulated upon securing the services of such a splendid business producer. In addition to his excellent November business, he has started December by securing a \$10,000 application, and we look to see his name even higher on the Honor Roll for this month.

**Rev. A. W. Ross, of Portage la Prairie, Man.**, is the "father of the Honor Roll." He has secured a position ten months out of the eleven—a record to be proud of indeed, and we heartily congratulate Mr. Ross upon his magnificent accomplishment.

**Mr. C. F. McTavish, of London, Ont.**, is doing splendid work in assisting the local agents of London agency. He is an indefatigable worker, and can always be depended upon for a good line of business.

The Head Office Officials and Staff secured \$30,000 last month, and prospects point to a much larger business in December.

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**At least \$3,000 from each agent in December**

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First and Paramount—Absolute Security to Policyholders.

# IMPERIAL LIFE Assurance Company of Canada.

Would your dependents be provided for should you die to-day? If not, secure an IMPERIAL LIFE policy, and you need have no fear for their future.

*Agent's Name and Address.*

**CONFIDENTIAL**

Vol. 3. TORONTO, DEC. 1st, 1902. No. 11

THE IMPERIAL  
LIFE

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

First and Paramount—Absolute Security to Policyholders.

# IMPERIAL LIFE Assurance Company of Canada

When the waves of adversity threaten disaster, you will be glad to have an IMPERIAL LIFE policy. Apply for one now, so that you will be sure to have it. To-morrow may be too late.

*Agent's Name and Address.*



# THE IMPERIAL LIFE

## AGENTS' NEWS

Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 1

To IMPERIAL LIFE Representatives:

**"\$5,000,000 FOR 1903."**

Gentlemen.—You are now in possession of an advance copy of our Annual Report as contained in the Toronto papers, and have had time to analyze it and examine its various features. Undoubtedly the year 1902 was by far the most successful in the Company's history, and, with us, you will be proud of the magnificent results attending our combined efforts.

The progress made last year was most marked, but while every department shews a splendid increase over the previous year, the amount of new assurances issued shews one of the greatest gains. Starting out with a definite aim at the beginning of the year, all energies were directed towards its accomplishment, and it may be safely said that this was the most important factor in our success—the determination to reach a certain goal.

We have been in communication with our representatives regarding the Imperial's aim for 1903, and the prospects for business in each district. The feeling for the present year is most sanguine. It is the unanimous opinion of our entire agency staff that we should aim at writing \$5,000,000 in 1903. While this is a large amount, we feel confident that if our representatives back us up loyally, as they have done in the past, it is well within our reach.

It having been decided to aim at \$5,000,000, each one should immediately plan his campaign with that end in view. It will mean greater efforts—greater concentration—greater persistency—than in 1902; but if the great wave of enthusiasm at present felt throughout our field force counts for anything, our men will undoubtedly bring all these qualities to bear in the 1903 campaign.

Let us, then, make our motto, "\$5,000,000 for 1903," and keep it constantly before us, remembering, always, that the best way to accomplish that aim is to secure \$1,250,000 during the first quarter.

Yours truly,

*J. Bradshaw*

Secretary.

## **December - January.**

An increase of over 40% over the business of December, 1901, was the highly gratifying result of last month's operations—a result that has crowned a whole year's efforts with unqualified success. The most optimistic forecast could hardly have shown such a grand total as \$629,000 for the 31 days, but the splendid efforts of the entire field staff made the seemingly impossible an accomplished fact. The December campaign was one of the greatest in the history of the Company.

January's aim has been set as \$416,000—one-twelfth of the \$5,000,000 it is proposed to aim at for 1903. This should be a comparatively easy accomplishment. An average of \$100,000 a week will give it to us. Let every Imperialite put forth his best efforts during this first month of the year in order that it may be shown by actual results that “\$5,000,000 for 1903” is well within our reach.

## **A Thought for the Beginning of 1903.**

During the present year there will probably be one hundred thousand young men attain the age of 21 years; also, there will probably be fifty thousand men married during the same time. This means that during 1903 there will be at least one hundred and fifty thousand men who will need to take out a life assurance policy.

What a grand opportunity for Imperial Representatives! One hundred and fifty thousand brand new prospects during the year. Who can say that the life assurance solicitor's work is not full of tremendous possibilities.

When a man reaches 21 years of age, (or before that in many cases) then is the ideal time for him to take an Endowment Policy. Place before these men the particulars of the “Young Man's Investment Policy,” and show them the many advantages which will accrue to them through applying for one. *Make them sign an application!* Why there's hardly a right minded man, 35 years of age, in Canada to day who does not wish that he had been forced to take out an endowment policy when he was 21 years old or before that—a time when a policy could have been secured at low rates. By this time more than one-half the premiums would have been paid, and more than one-half the endowment period passed.

And then there are the bridegrooms! At no time in a man's life will he listen to you with greater consideration than just before or after his marriage. There is no man who needs insurance more. Insurance with him is an absolute necessity.

How many prospects will this give you in your district? Make out a list of the young men whom you think are coming of age this year, or who are eligible for insurance, and canvass them systematically. You will be well rewarded for your work. Also, keep your eye open for the newly married men. Even if they don't take out a policy now, they will want one before long, and a little work now may bring the application to you without further effort.

## **The Limited Payment Life Policy.**

We have in course of preparation a new pamphlet (Form No. 303) on the Limited Payment Life Policy, and particularly on the 20 Payment Life Policy. This pamphlet sets forth in a clear and concise manner the many valuable features of the Imperial's Limited Payment Life Policy, and cannot fail to be of assistance to you in your canvass; it has been made especially attractive to this end.

If you can use a supply to advantage, write to the Head Office, or to your District Agent, and same will be gladly forwarded to you.



## Honor Roll for December, 1902.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed :—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked :—

(A) In regard to the amount of new insurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
J. S. Wallace, Winnipeg, Man .....	\$34,500 ..	1 ..	\$995.85 ...	3 ..	9
S. P. Saunders, Hamilton, Bermudas ..	25,500 ..	2 ..	1192.15 ..	2 ..	9
J. L. Mancini, Quebec, Que .....	20,000 ..	3 ..	779.75 ..	6 ..	8
A. McN. Shaw, St. John, N.B. ....	19,500 ..	4 ..	1449.85 ..	1 ..	4
W. A. Gibson, Fredericton, N.B. ....	19,000 ..	5 ..	984.35 ..	4 ..	4
E. S. Miller, Montreal, Que. ....	18,000 ..	6 ..	970.95 ..	5 ..	6
J. W. W. Stewart, Vancouver, B.C. ...	16,500 ..	7 ..	652.40 ..	8 ..	6
J. A. Labelle, Joliette, Que. ....	16,000 ..	8 ..	577.75 ..	10 ..	9
H. C. Bellew, Montreal, Que. ....	15,000 ..	9 ..	620.95 ..	9 ..	3
Rev. A. W. Ross, Port. la Prairie, Man.	15,000 ..	9 ..	555.95 ..	11 ..	11
A. S. Wickware, Ottawa, Ont. ....	13,500 ..	11 ..	398.25 ..	16 ..	10
A. S. Hood, Halifax, N.S. ....	11,000 ..	12 ..	435.75 ..	15 ..	1
E. Winter, Leamington, Ont. ....	10,000 ..	13 ..	301.55 ..	21 ..	6
J. D. Olivier, Montreal, Que. ....	10,000 ..	13 ..	762.00 ..	7 ..	3
W. G. Lawton, Montreal, Que. ....	10,000 ..	13 ..	518.50 ..	12 ..	1
J. H. Macabe, Toronto, Ont. ....	10,000 ..	13 ..	448.15 ..	14 ..	7
C. F. McTavish, London, Ont. ....	9,250 ..	17 ..	337.70 ..	17 ..	2
Dr. D. Lowrey, Toronto, Ont. ....	9,000 ..	18 ..	270.00 ..	25 ..	8
J. A. Robinson, St. Johns, Nfd. ....	8,000 ..	19 ..	466.25 ..	13 ..	3
J. A. McKinnon, Red Deer, Alta. ....	8,000 ..	19 ..	264.00 ..	27 ..	1
T. M. Grover, Regina, N.W.T. ....	8,000 ..	19 ..	284.45 ..	24 ..	5
F. B. Springer, Vancouver, B.C. ....	8,000 ..	19 ..	284.85 ..	23 ..	2
H. V. Fieldhouse, Neepawa, Man. ....	7,500 ..	23 ..	230.35 ..	30 ..	2
J. B. Cooke, Kingston, Ont. ....	7,000 ..	24 ..	336.50 ..	18 ..	6
E. W. Chandler, Campbellton, N.B. ...	7,000 ..	24 ..	193.75 ..	33 ..	7
H. R. Gray, Montreal, Que. ....	6,500 ..	26 ..	266.80 ..	26 ..	3
D. A. McNaughton, Finch, Ont. ....	6,500 ..	26 ..	300.25 ..	22 ..	2
J. Speers, Brampton, Ont. ....	6,000 ..	28 ..	240.25 ..	29 ..	2
W. H. Seymour, Hamilton, Ont. ....	6,000 ..	28 ..	165.95 ..	34 ..	5
G. R. Hamilton, London, Ont. ....	6,000 ..	28 ..	225.05 ..	31 ..	6
G. A. Lane, St. Catharines, Ont. ....	6,000 ..	28 ..	318.50 ..	20 ..	1
W. E. Kerr, Toronto, Ont. ....	6,000 ..	28 ..	216.60 ..	32 ..	5
C. W. R. Pearson, Yorkton, N.W.T. ...	6,000 ..	28 ..	245.05 ..	28 ..	1
E. Storey, Ingersoll, Ont. ....	5,500 ..	34 ..	162.60 ..	35 ..	2
J. Cawley, Brockville, Ont. ....	5,000 ..	35 ..	143.55 ..	36 ..	9
H. P. Lindsay, Peterboro, Ont. ....	5,000 ..	35 ..	331.50 ..	19 ..	3

## Memo Books.

We shall be pleased to forward to any of our agents, who can use them to advantage, a supply of the Company's Memo Books. If you think they will be an assistance to you in your canvass, do not fail to notify the Head Office or your District Agent.



## **Another Striking Illustration of the Danger of Delay.**

The following letter, received from Mr. J. S. Wallace, Provincial Manager, Winnipeg, Man., speaks for itself :

T. BRADSHAW, ESQ.,  
Toronto, Ont. :

Winnipeg, Man., December 8th, 1902

### **"The Great Uncertainty of Life."**

Dear Sir,—The above truth has been brought very vividly before me this morning by the death of Mr. T. B. Baker, one of our most useful citizens. Friday evening last he was full of life and apparently in the best of health, and spent a portion of that evening enjoying a game of curling. Sunday morning he was in his coffin.

This is the gentleman about whom I have had correspondence with you in connection with a \$10,000 Continuous Annuity Policy, and only two weeks ago Mr. Baker promised me that he would give me his application for \$10,000 on the 24th December, so that I could get it included in this year's business.

This is another great warning "Not to put off till to-morrow what you can do to-day."

Yours truly,

J. S. WALLACE, Provincial Manager.

## **Standing of the Agencies for December.**

- |                     |                        |
|---------------------|------------------------|
| 1—Head Office       | 15—Brampton, Ont.      |
| 2—Montreal, Que.    | St. Catharines, Ont.   |
| 3—Winnipeg, Man.    | Toronto, "K"           |
| 4—St. John, N. B.   | 16—Brockville, Ont.    |
| 5—London, Ont.      | Peterboro', Ont.       |
| 6—West Indies       | 17—Victoria, B. C.     |
| 7—Ottawa, Ont.      | 18—Toronto, "B"        |
| 8—Calgary, N. W. T. | 19—Brandon, Man.       |
| Halifax, N. S.      | 20—Collingwood, Ont.   |
| Regina, N. W. T.    | Port Arthur, Ont.      |
| 9—Vancouver, B. C.  | Port Elgin, Ont.       |
| 10—Toronto, "City," | Sault Ste. Marie, Ont. |
| 11—Newfoundland     | Toronto, "H"           |
| Toronto, "L."       | Waterloo, Ont.         |
| 12—Red Deer, Alta.  | 21—Whitby, Ont.        |
| 13—Kingston, Ont.   | 22—Durham, Ont.        |
| 14—Hamilton, Ont.   |                        |

## **Advertising.**

In planning their 1903 campaign, our representatives should not lose sight of the fact that a little money invested in "Printer's Ink" will undoubtedly return them an hundredfold. Experience has demonstrated this. Our representatives who undertook advertising on their own account during 1902, were among the most successful business producers.

The Head Office will advertise the Company's Annual Statement in the newspapers at a number of the principal places throughout Canada, but it will be

easily seen that it is impossible for us to do more than this. Our operations extend over a large field, and the cost of a complete advertising campaign makes it prohibitory.

Advertising, carefully planned, and carefully followed up by the Agent himself, be he a Local or District Agent, cannot fail to be a success. It brings him into touch with practically all the people in his neighbourhood; it makes his business well known and when he approaches a prospect, that prospect already knows something about the Company he represents and can discuss the subject more intelligently.

In this edition of the NEWS two advertisements are given which have been used considerably by the Head Office. It is hoped that they will be found of use to a large number of our agents.

### **Stop Yer Kickin'.**

Stop yer kickin' 'bout the times  
Git a hustle on you;  
Skirmish 'round and grab the dimes  
Ef the dollars shun you.  
Croakin' never bought a dress,  
Growlin' isn't in it.  
Fix your peepers on success,  
Then go in to win it.  
Times is gettin' good agin—  
Try to help them all you kin.

Don't sit round with hangin' lip,  
That is sure to floor you;  
Try to git a better grip  
On the work before you.  
Put some ginger in your words  
When you greet a neighbor.  
Throw your troubles to the birds,  
Git right down to labor,  
And you'll notice every day  
Things is comin' right your way.

Stop yer kickin', get a hold  
Of the wheel and turn it;  
You kin never handle gold  
'Less you try to earn it.  
Brush the cobwebs from your eyes,  
Stop your blam'd repinin',  
An' you'll notice that yer skies  
Allus 'll be shinin'.

If you hain't the nerve to try,  
Sneak away somewhere and die.

— *From The Daily Astorian.*

Mr. W. A. McCallum, District Agent, Port Arthur, Ont., suggests the above as a motto for every Imperialite for 1903, believing that if it is adopted and adhered to the \$5,000,000 new business aimed at will be reported in good time before the end of the year. He says, "I have had this pinned to the door casing of my office for some time, and must confess that it has frequently encouraged me to press on when disappointments have met me thick and fast."

## The Imperial Endowment Policy.

The Imperial Endowment Policy has always been a great favorite with the insuring public, and our representatives have always found it a good "business getter." A new pamphlet (Form No. 394) will probably bring it into still greater favor, as it presents in a strong manner the many still stronger points of the policy. A supply will gladly be forwarded upon application to your District Agent or to the Head Office.

### Standing of the Agencies for 1902.

- |                           |                         |
|---------------------------|-------------------------|
| 1—Montreal, Que.          | 22—Calgary, N. W. T.    |
| 2—Head Office             | 23—Victoria, B. C.      |
| 3—St. John, N. B.         | 24—Toronto, "B"         |
| 4—Winnipeg, Man.          | 25—Red Deer, Alta.      |
| 5—London, Ont.            | 26—St. Catharines, Ont. |
| 6—Ottawa, Ont.            | 27—Port Arthur, Ont.    |
| 7—Halifax, N. S.          | Edmonton, Alta.         |
| 8—Vancouver, B. C.        | 28—Gravenhurst, Ont.    |
| 9—West Indies             | 29—Collingwood, Ont.    |
| 10—Toronto, "L"           | 30—Brampton, Ont.       |
| 11—Regina, N. W. T.       | 31—Whitby, Ont.         |
| 12—Kingston, Ont.         | 32—Waterloo, Ont.       |
| 13—Brockville, Ont.       | 33—Port Hope, Ont.      |
| 14—Toronto, "City,"       | 34—Picton, Ont.         |
| 15—Hamilton, Ont.         | 35—Pincher Creek, Alta. |
| 16—Toronto, "H"           | 36—Owen Sound, Ont.     |
| 17—Newfoundland           | 37—Ingoldsby, Ont.      |
| 18—Toronto, "K"           | 38—Midland, Ont.        |
| 19—Brandon, Man.          | MacLeod, N. W. T.       |
| Peterboro', Ont.          | 39—Belleville, Ont.     |
| 20—Sault Ste. Marie, Ont. | Creemore, Ont.          |
| 21—Durham, Ont.           | Uxbridge, Ont.          |
| Port Elgin, Ont.          |                         |

### Notes.

**Mr. J. S. Wallace, Provincial Manager, Winnipeg, Man.,** is the victorious leader of the Honor Roll this month, which distinction he well merits. Mr. Wallace has brought Winnipeg agency well to the front this year, not only on account of the volume of business secured, but more particularly on account of its quality.

**Montreal** leads the outside agencies again, and **Manager E. S. Miller** is to be congratulated upon this excellent finish to a splendid year's work. Montreal, as will be seen from the standing of the agencies for the year, was also the largest contributor to the \$4,000,000, a record of which all the Company's representatives in that district may well be proud.

**Mr. A. McN Shaw, of St. John, N.B.,** Provincial Manager for New Brunswick, made an excellent record during 1902, but December was probably his greatest success. His agency secured 3rd place in the standing for the year and 4th place in the standing for December. His personal business during December amounted to \$19,500, with an average annual premium of nearly \$75.00 per thousand—real Imperial business.



**Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B. C.**, did splendid work in December. His work covered Vancouver and Calgary agencies, and they both occupy a good place in the standing for the month. Mr. Stewart has had a hard fight in British Columbia during 1902, and great credit is due him for the results he has accomplished.

**Mr. S. P. Saunders, of Hamilton, Bermuda**, our capable manager for the West Indies, secured a splendid line of business during December. His business, as usual, carried a high rate of premium. He also brings his agency into 9th place in the "standing for the year."

A notable feature of the Honor Roll for December is the large personal business secured by a number of our Provincial and District Managers.

**Mr. H. S. Rosevear, of Port Hope, Ont.**, joined the Imperial's field staff in the latter part of December, as Manager for the Counties of Durham and Northumberland. We expect Port Hope agency to take a high place during 1903.

**Mr. L. MacGowan, of New Westminster, B. C.**, is a new Imperialite who is doing good work at the Coast. Some of his business was, unfortunately, deferred, or he would have secured a good place on the Honor Roll for December.

**Montreal** secured seven places on the Honor Roll, **London** and **Winnipeg** four each and **St. John** three.

**Messrs. J. L. Mancini, W. A. Gibson, J. A. Labelle and H. C. Bellew** all did excellent personal work during December. Large sized applications seems to be their strong point.

A number of applications were received late on December 31st which we were unable to include in the 1902 total on account of the books having been closed. **Messrs. W. H. Seymour, of Hamilton—A. S. Wickware, of Ottawa,—F. C. Allgeier, of Sault Ste. Marie**,—all sent in good lines of business which do not figure in the 1902 totals.

**Mr. R. F. Clarke, of St. John, N.B.**, is one of Mr. Shaw's hard workers who can be relied upon for some good business each month. Although his name did not appear, he was largely responsible for the securing of a good \$10,000 application a short time ago.

**Mr. W. D. McVey, of Toronto, Ont.**, is a recent addition to our field staff, having taken charge of the Counties of York and Simcoe at the beginning of the year. Mr. McVey was previously Manager of Western and Northern Ontario for the Royal Victoria, and his success with that Company, together with his experience in organization work, leads us to believe that York Agency will be a large contributor to the 1903 business.

**Mr. H. B. Andrews, of Toronto**, started with the Imperial this month, and if his first work is any indication of his future operations, we predict great success for him.

**Mr. H. L. Grant, of Woodstock, N. B.**, also started with the Imperial this month. We think that Mr. Shaw has secured a valuable ally, and expect great things of Mr. Grant.

First and Paramount—Absolute Security to Policyholders.

# IMPERIAL LIFE Assurance Company of Canada.

There are only two concerns who can carry the risk on your life. One is a life insurance company, and the other is your family. Who is carrying your risk? If it's your family, why not transfer the risk to the Imperial Life?

*Agent's Name and Address.*

**CONFIDENTIAL**

Vol. 4 TORONTO, JAN. 15th, 1903. No. 1

THE  
LIFE  
IMPERIAL

AGENTS' NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

First and Paramount—Absolute Security to Policyholders.

# IMPERIAL LIFE Assurance Company of Canada.

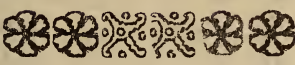
## 1903 — THE YEAR'S RECORD — 1903

	Jan. 1st, 1902.	Jan. 1st, 1903.	Increase.	Per Cent.
1. Assurances granted and revived	\$ 3,197,500	\$ 4,127,642	\$ 930,142	29.1
2. Total Assurances	11,236,700	14,037,444	2,800,744	24.9
3. Cash Premium Income	395,170	482,326	87,156	22.1
4. Cash Interest, dividends on investments	53,502	81,178	27,676	51.7
5. Total Cash Income	448,672	563,504	114,832	25.6
6. Assets	1,339,804	1,660,393	320,589	23.9
7. Assurance and Annuity Reserves	798,785	1,102,531	303,746	38.0

*Agent's Name and Address.*



# THE IMPERIAL LIFE



## AGENTS' NEWS

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Vol. 4    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 2

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### To Imperial Life Representatives :

#### Some Features of the 1903 Report.

There is no feature which will assist to make the representative of a life assurance company more successful, than perfect confidence in his institution. If he entertain the slightest doubt regarding the integrity of his office, or a lurking feeling that it is not financially strong and able to carry out every obligation, or if his company's record is one of retrogression rather than one of steady and substantial progress, it is an absolute impossibility for him to throw himself heartily, sincerely and earnestly into his work, and to unreservedly advocate and recommend his company to the people he is daily coming into contact with.

It is no mere make-belief with Imperial Life representatives that their Company is sound financially, progressive, and worthy of the utmost confidence; these qualities are fully substantiated by the sworn reports to the Dominion Government.

In order that our confidence in the Imperial may be re-enforced, and that we may go forth well fortified to write the \$5,000,000 in 1903, which we have pledged ourselves to do, let us consider some of the features relating to the Imperial Life as disclosed in the Annual Report herewith :—

#### *(1) New Policies Granted in 1902—\$4,127,642.*

(a). In no previous year in the Imperial's history has such a large amount of new assurance been granted. The increase over the issue of 1901 was almost \$1,000,000 (\$930,142) or 29%, and over the issue of 1899, the next best year, \$410,142 or 11%.

(b). In 1901, the last year for which we have official figures for all companies, only two Canadian companies issued Canadian policies amounting to more than the \$4,127,642 of the Imperial Life, and one of these companies has been doing business for upwards of 54 years, and the other for over 30 years. The exact figures are given, not to disparage our competitors, but for the purpose of encouraging our representatives :



Company.	No. of Years in Business.	Amount of Policies issued, revived and increased in Can- ada in 1901.
Canada Life .....	54 .....	\$4,859,060
Sun Life .....	31 .....	5,190,965
Mutual Life of Canada .....	31 .....	4,075,237
Confederation Life .....	30 .....	2,840,413
London Life .....	27 .....	765,741
North American Life .....	20 .....	4,022,442
Manufacturers Life .....	14 .....	3,870,764
Federal Life .....	19 .....	2,385,769
Dominion Life .....	12 .....	840,200
Excelsior Life .....	11 .....	1,036,717
Great West Life .....	9 .....	3,203,760
Home Life .....	9 .....	965,810
Northern Life .....	4 .....	1,199,975
Royal Victoria Life .....	4 .....	1,123,405
Continental Life .....	2 .....	1,068,666
National Life of Canada .....	2 .....	1,400,755
Crown Life .....	1 .....	221,500

The Imperial Life on Dec. 31st, 1902, had been in business 5 years and 3 months, and issued and revived policies in 1902 amounting to—  
\$4,127,642.

(c). The above figures not only speak eloquently of the great success attending the efforts of our representatives, but they attest to the marked confidence of the public in The Imperial Life. While we may properly congratulate ourselves upon our magnificent attainments during 1902, let us not forget that the true and best way to regard them is as a stepping stone to \$5,000,000 for 1903—as an incentive to push on and make an increase, month for month, over the 1902 record. A monthly increase of 25% will bring \$5,000,000. Let us not be content with less than this.

(2) *Total assurance in force Dec. 31st, 1902—\$14,037,444.*

(a). This is a gain of \$2,800,744, or 25% over the business in force at the close of 1901. The following are the gains in "assurance in force" of the various companies according to the last official returns:

Company.	Gain in assurance, 1901 over 1900.	Gain per cent.
Canada Life .....	\$1,024,841 .....	1.4
Confederation Life .....	823,347 .....	2.6
Dominion Life .....	542,292 .....	14.0
Excelsior Life .....	434,505 .....	11.0
Federal Life .....	882,496 .....	7.2
Great West Life .....	1,570,030 .....	13.3
Home Life .....	166,597 .....	7.0
London Life .....	393,066 .....	6.4
Manufacturers Life .....	731,432 .....	3.1
Mutual Life of Canada .....	2,163,905 .....	7.4
National Life of Canada .....	762,404 .....	4.3
North American Life .....	1,592,090 .....	6.4
Sun Life .....	1,456,894 .....	4.3

The Imperial Life gained for the year ending 31st Dec, 1902—  
\$2,800,744,  
or 25%.

(b). This most favorable showing for The Imperial indicates that the business of the Company has not been unduly "forced"; that it has been carefully selected, and

that the Company's policy-holders are well satisfied, and maintain their contracts in force. It is always well to remember that a satisfied policy-holder is a constant recommendation for the Company and the Agent, while a "lapsed" or disgruntled member is a menace to the business. Let us aim to have few "lapses" and "surrenders" and no dissatisfied policy-holders.

(c). The Imperial Life has rolled up its \$14,037,444 in 5 years and 3 months. The Government reports do not disclose that any other company, in the same period of time, approached such results.

Company.	Business in force when in existence between 5 and 6 years.	
Federal Life .....	\$8,392,537	<div>The Imperial Life had \$5,900,455 more assurance in force than had the next most progressive company (in this feature), in the same period of time.</div>
Manufacturers Life.....	8,136,989	
Great West Life .....	6,912,982	
*Canada Life .....	6,404,437 (betw. 23 & 24 years)	
North American Life .....	6,075,805	
Confederation Life .....	4,004,089	
*Excelsior Life .....	2,664,121 (betw. 7 & 8 years)	
Sun Life .....	1,921,211	
Mutual Life of Canada ..	1,813,292	
Dominion Life.....	1,741,405	
*Home Life .....	1,559,630 (betw. 7 & 8 years)	
*London Life.....	1,162,527 (betw. 11 & 12 years)	
<div>* The figures for these companies between the 5th and 6th years could not be secured, but they have been given for the earliest periods obtainable.</div>		

(d). Another table, showing the period of time that it took other Home companies to equal the business of The Imperial, will prove of interest, and at the same time will tend to show how thoroughly The Imperial has taken advantage of its opportunities :

Company.	Period of time taken before business in force amounted to \$14,000,000	
Manufacturers Life .....	Between 11 — 12 years.	<div>While it took other companies from 11 to 29 years to accumulate assurances in force of \$14,000,000, <i>The Imperial Life obtained this amount in 5¼ years.</i></div>
North American Life .....	" 12 — 13 "	
Confederation Life .....	" 14 — 15 "	
Sun Life .....	" 18 — 19 "	
Mutual Life of Canada.....	" 20 — 21 "	
Canada Life.....	" 28 — 29 "	

None of the other 10 Canadian companies had at the close of 1901 assurance in force equalling the \$14,037,444 of The Imperial Life, although these 10 institutions had been in existence from 1 to 37 years.

**The Agents' News.**

With a special view to assist our representatives to increase their business 25% over that of 1902, and to bring the grand total of the year's business up to \$5,000,000, THE AGENTS' NEWS will be published weekly, and in some of the succeeding issues special features of the past year's record will be taken up.



The great mistake we are apt to make is to simply endeavor to live up to our past record. This would mean standing still—marking time—in other words, stagnation. “Progress” must be our marching orders, and \$5,000,000 for 1903 our goal—a goal which can best be attained by each representative making a 25% gain over his record for 1902. This cannot be done if it is not commenced now—in the early months of 1903. If any representative thinks he can make up next month what he should do this month, he is mistaken, and will surely fail. The only sure way to increase your business during 1903 is to make each month show an increase. The conditions throughout Canada at the opening of 1903 are even better than the magnificent conditions which so auspiciously inaugurated our 1902 campaign. Let us, therefore, set out to make our monthly increase while the good times are with us, and at the close of 1903 I venture to assert that there will be few of our companies who will rank before us with a new issue of \$5,000,000.

**CONFIDENTIAL**

Vol. .4      TORONTO, Feb. 2nd, 1903.      No. 2

**THE  
IMPERIAL  
LIFE  
AGENTS' NEWS**



**THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada**

**The Annual Report.**

The enclosed cloth bound copy of our 1903 Annual Report is for your private use in canvassing, and has been issued in this form in order that it will stand the rigours of the 1903 campaign. Carry it always with you and use it constantly—we will be very glad to send you another copy when this is worn out.

We also enclose copy of the report issued for general distribution, and which, we think you will agree with us, is in very attractive form. One of these has been sent to each of the Company's policy-holders, together with a special communication, copy of which is enclosed herein, drawing attention to its important features, and a copy has also been sent to the Manager of each Chartered Bank. One of the objects in mailing this excellent report to all of our policy-holders and to the banks throughout Canada is to assist you in securing additional applications for assurance, and each policyholder and banker should be promptly interviewed with this end in view. It should be the means of assisting you very materially in your February business. A request to your District Manager, or to the Head Office will bring you a supply for canvassing purposes.



# THE IMPERIAL LIFE

## AGENTS NEWS

Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 3

### "The Imperial Life's Security to Policyholders."

There is no feature which will assist the solicitor so effectually in his endeavor to sell a policy of life assurance, as his absolute knowledge that the contract he is offering for sale is sound and profitable. It makes no matter how neatly the policy may be dressed up, neither does it matter how many frills it may have; unless there is substance behind it, and unless the agent knows that, and that the institution he represents is not only technically solvent according to Government standard, but affords greater provision for the security of policyholders than the mere solvency test required by the Insurance Act, he cannot be expected to unreservedly and unhesitatingly recommend his Company and its policies to his customers.

A policy is almost one-half sold when the customer has implicit confidence in the financial standing, and in the integrity of management of the Company which he is being solicited for. These considerations explain to some degree, the success which has attended the sales by Imperial Life representatives of its policies of assurance.

Let us examine some of the sources of security to policyholders,—

{ As in previous studies, any comparisons made herein, are only for the purpose of indicating }  
{ confidentially to our representatives, the unequalled progress made by the Imperial Life, and }  
{ not for competition purposes or to disparage our competitors. }

#### **1.—Paid-up Capital.**

The paid-up Capital of the Imperial Life, for the security of policyholders, is \$450,000. This is a real tangible security, inasmuch as monies to that amount were paid to the Company, and invested by it in securities which are held for policyholders' protection. The Imperial Life had at its commencement a larger paid-up Capital than that of any other Canadian Office, and there is no other Company whose shareholders afford greater security to the assured than do those of the Imperial Life.

#### **2.—Unpaid Capital.**

The uncalled—but subscribed—Capital of the Imperial Life is \$550,000, and this, also, forms an important security to policyholders.

#### **3.—Government Deposit.**

The Dominion Government requires all Life Companies to deposit \$50,000.00 with it for the security of policyholders. The Imperial Life has voluntarily deposited with the Government \$250,000.00, which is the largest deposit made by any Canadian life assurance company. The following table gives the amount of the deposit made by each company:—

## Government Deposits of Canadian Companies.

Company.	Deposit.	Company.	Deposit.
Canada Life .....	\$61,000	Imperial Life.....	*\$242,200
Confederation Life....	84,500	London Life .....	60,000
Continental Life.....	55,000	Manufacturers Life...	213,464
Crown Life.....	55,000	Mutual Life.....	108,500
Dominion Life.....	56,419	National Life.....	55,000
Excelsior Life.....	54,000	North American Life.	59,722
Federal Life.....	74,738	Northern Life..	56,000
Great West Life .....	56 000	Royal Victoria Life..	160,733
Home Life.....	58,000	Sun Life .....	64,000

The Government  
Deposit of the  
**IMPERIAL LIFE**  
is larger than that  
of any other  
Canadian Life  
Assurance  
Company.

\* This is the par value of the securities deposited ; the market value is over \$250,000.00.

### 4.—Reserves.

At the Imperial's commencement it was determined to make policyholders' security the first and paramount consideration, and it is doubtful if any more effective way could have been devised to do this, than maintaining the reserves on policies of assurance and annuities on the unequalled strong basis inaugurated by the Imperial Life. At the time the Imperial Life commenced business, nearly all the companies maintained their reserves upon a  $4\frac{1}{2}\%$  or  $4\%$  interest basis, but the interest basis then adopted by the Imperial Life was  $3\frac{1}{2}\%$ . The following table will shew at a glance how much more money is required to be reserved for policies by a Company which bases its reserves upon a  $3\frac{1}{2}\%$  interest basis, than one which reserves upon a  $4\%$  or  $4\frac{1}{2}\%$  basis—\$1,000,000 of assurance on the 20 payment life system granted at age 35 has been taken as an illustration.

TABLE SHEWING DIFFERENCE BETWEEN RESERVES UPON  $4\frac{1}{2}\%$ , 4 AND  $3\frac{1}{2}\%$  PER CENT.  
BASES—\$1,000,000 OF ASSURANCE—ISSUED AT AGE 35 ON 20 PAYMENT LIFE SYSTEM.

#### Age, 35. 20 Payment Life. Reserves on \$1,000,000.

End of Year.	Reserve Basis.	Reserve.
<b>3</b>	$4\frac{1}{2}\%$	51,960
	4	57,470
	$3\frac{1}{2}\%$	<b>63,730</b>
<b>5</b>	$4\frac{1}{2}\%$	89,910
	4	99,120
	$3\frac{1}{2}\%$	<b>109,540</b>
<b>7</b>	$4\frac{1}{2}\%$	131,340
	4	144,240
	$3\frac{1}{2}\%$	<b>158,780</b>
<b>10</b>	$4\frac{1}{2}\%$	200,710
	4	219,050
	$3\frac{1}{2}\%$	<b>239,630</b>
<b>15</b>	$4\frac{1}{2}\%$	335,120
	4	362,250
	$3\frac{1}{2}\%$	<b>392,410</b>
<b>20</b>	$4\frac{1}{2}\%$	501,660
	4	536,820
	$3\frac{1}{2}\%$	<b>575 660</b>

This illustration proves that on the average a Company reserving upon a  $3\frac{1}{2}\%$  basis, maintains for security of policyholders **17.5 %** more money than does a Company reserving upon a  $4\frac{1}{2}\%$  basis, and **8.5 %** more money than a Company reserving upon a 4% basis.



Upon the greater proportion of the Imperial's business issued during the past two years, a 3% reserve has been maintained, in view of a 3% reserve having been guaranteed in its accumulative surplus policies. This still further strengthens policyholders' security. The Insurance Act allows the Life Companies in the meantime to maintain only a 4½% reserve on all policies issued before 1st January, 1900—but upon all policies issued after 1st January 1900, a 3½ per cent. reserve must be held. Many of the Companies still maintain the relatively weak 4½ per cent. reserve upon their old business, and to illustrate what a vast difference such a course, if pursued by the Imperial, would make, it is only necessary to mention that our reserves for the security of policyholders, would be \$101,120 less than what they are and the net surplus, increased by that amount would then be \$168,321.35.

Inasmuch as the Insurance Act provides that all the old business of the Companies has to be changed to and maintained upon a 4 per cent. interest basis by 1st January, 1910, and a 3½ per cent. interest basis by 1st January 1915, the large differences in reserves as illustrated by the preceding table will have to be made good, and the only fund which at present appears available for this is "surplus" and the depletion of "surplus" to make good deficiencies in reserves means decrease in profits to policyholders. The Imperial Life, therefore, is in the unique position of having been the first Company in Canada to place its entire policy reserves upon the stringent 3½ per cent. interest basis—a basis which ultimately all companies will, by Act, be compelled to measure up to—and of not being required to deplete its "surplus fund" in 1910 and 1915, to make good the deficiency in the reserves maintained on the less strict standards, which many of the other life offices will be obliged to do.

The following table, the information in which has been taken from the last Government report, gives the interest basis upon which the Companies existing at the time the Imperial commenced business maintain the reserves at the present time on their old assurances.

Company.	Interest Basis of reserve on old business.	The IMPERIAL LIFE was the first Canadian Company to place its entire policy reserves upon a 3½ % interest basis.
Canada Life .....	3½	
Confederation Life.....	4½ and 3½	
Continental Life.....	4½	
Dominion Life.....	4	
Excelsior Life.....	4½	
Federal Life.....	4½	
Great West Life.....	4	
Imperial Life.....	3½	
London Life.....	4	
Manufacturers Life.....	4½	
Mutual Life of Canada.....	4	
North American Life.....	4½ and 4	
Northern Life.....	4½	
Royal Victoria Life.....	4½	
Sun Life.....	4½	

### Reserves for Deferred Mortality and Immediate Payment of Death Claims.

In the early years of policies of assurance, if the lives have been carefully selected, it is not expected that the actual deaths will come up to the deaths indicated by the table upon which the premiums are based, and consequently, there is in every



Company doing a fair proportion of new business, what is known as "deferred mortality"—mortality which has not yet been experienced, but which is most likely to be experienced sometime later. Notwithstanding this condition, no Company in Canada (except the Imperial) makes provision for it. Again, in calculating premiums and reserves, the theory is that when a policy becomes a claim by death, the payment of it will only be made at the end of the policy year. For example,—if a \$10,000 policy were taken out at the end of the month of February in any year, and the assured died at the end of May, the \$10,000, according to the method by which the Companies calculate premiums and reserves should not be paid until the end of the policy year in which the death occurs, viz.—the next February, or 9 months after death. The practice, however, is to pay the claim immediately upon death, and the effect of this in this particular case, is that the Company loses 9 months' interest, at say,  $3\frac{1}{2}$  per cent.—\$262.50. Many of the British Companies realize the necessity of a special reserve for this condition, as also does the Imperial Life, although no other Canadian company does so. The amount which the Imperial Life has specially reserved for Deferred Mortality and for immediate payment of Death Claims, is \$27,968.

**CONFIDENTIAL**

Vol. 4      TORONTO, FEB. 9th, 1903.      No. 3

**THE  
IMPERIAL  
LIFE**

**AGENTS NEWS**



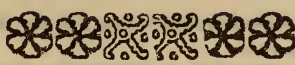
**THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada**

Let us summarize the security afforded to policyholders—

1—Paid up Capital.....	\$450,000
2—Additional Subscribed Capital.....	550,000
3—Ordinary Reserves computed on Govern- ment basis.....	973,443
4—Special Reserves maintained over Govern- ment Standard .....	101,120
5—Additional Special Reserves over Govern- ment Standard for Deferred Mortality and Immediate Payment of Death Claims .....	27,968
6—Surplus over and above all liabilities, including Reserves and Special Reserves	67,201
<b>Total Security .....</b>	<b>\$2,169,732</b>

The IMPERIAL LIFE has \$2,169,732 of security to policyholders,—while its liabilities to policyholders, according to Government standards are but \$973,443—thus the gross surplus on policyholders' account is \$1,196,289.

# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 4

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TORONTO, February 16th, 1903.

To Our Representatives:

**"\$416,666 FOR EACH MONTH."**

The 1903 campaign was enthusiastically started in January, with the result that the business for the month shewed the essential 25 % increase over that of January 1902. Our representatives started work in earnest on January 2nd, and made the month yield a larger business than any previous January in the Company's history.

This condition was pleasing—but not entirely satisfactory—for the reason that we did not secure \$416,666, or 1/12th of the \$5,000,000, 1903 must produce. We thus start with a small deficit to be made up during February. The ideal situation is to secure at least \$416,666 each month, and we must rise to these figures in order that we may not be unduly crowded during the closing months of the year.

By this time you will have fully seized the strong points of the 1903 Report. The universal opinion expressed by the representatives thus far heard from is, that it is a "master canvassing document," and that it will render incalculable service in assisting to bring about \$5,000,000 for 1903. It is sincerely hoped that it will be instrumental in producing such a volume of business this month (February) and next, that on the 31st March we will be able to announce that we have obtained one quarter of the \$5,000,000.

Let me specially direct your attention to the remarks of Hon. Sir Mackenzie Bowell. He emphasizes the fact that we desire business of GOOD QUALITY only, and which is likely to PROVE PERMANENT. Quality with the Imperial is equally as important as quantity, and this feature must always be kept prominently in view.

T. B.

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**First Quarter, \$1,250,000.**

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## Honor Roll for January, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed :—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.
Dr. D. Lowrey, Toronto, Ont.....	\$15,000 ..	1 ..	\$601.85 ..	1
W. H. Seymour, Hamilton, Ont.....	14,000 ..	2 ..	487.35 ..	4
J. H. Macabe, Toronto, Ont.....	13,500 ..	3 ..	556.25 ..	2
H. R. Gray, Montreal, Que.....	12,000 ..	4 ..	416.90 ..	7
A. H. Fair, Halifax, N.S.....	11,000 ..	5 ..	518.20 ..	3
A. R. Martin, Kingston, Ont.....	11,000 ..	5 ..	358.65 ..	10
J. W. W. Stewart, Vancouver, B.C.....	10,000 ..	7 ..	396.50 ..	8
Rev. A. W. Ross, Portage la Prairie, Man....	9,000 ..	8 ..	297.70 ..	12
S. P. Saunders, West Indies .....	9,000 ..	8 ..	456.20 ..	5
A. McN. Shaw, St. John, N B.....	8,000 ..	10 ..	229.70 ..	17
W. A. Gibson, Fredericton, N.B.....	8,000 ..	10 ..	389.40 ..	9
F. G. Allgeier, Sault Ste. Marie, Ont.....	8,000 ..	10 ..	428.70 ..	6
W. E. Kerr, Toronto, Ont.....	7,000 ..	13 ..	230.00 ..	16
J. P. Beaudoin, Montreal, Que.....	7,000 ..	13 ..	264.15 ..	13
J. A. Labelle, Joliette, Que.....	6,750 ..	15 ..	226.50 ..	18
A. C. Pye, Arnprior, Ont.....	6,500 ..	16 ..	190.40 ..	22
J. Cawley, Brockville, Ont. ....	6,250 ..	17 ..	192.60 ..	21
C. F. McTavish, London, Ont.....	6,250 ..	17 ..	225.85 ..	19
H. B. Andrews, Toronto, Ont.....	6,000 ..	19 ..	186.00 ..	23
J. A. Robinson, St. Johns, Nfd.....	5,500 ..	20 ..	248.35 ..	14
H. P. Lindsay, Peterboro, Ont.....	5,500 ..	20 ..	355.60 ..	11
E. Ganepy, Montreal, Que.....	5,000 ..	22 ..	211.10 ..	20
J. D. Olivier, Montreal, Que.....	5,000 ..	22 ..	241.75 ..	15
F. B. Springer, Vancouver, B.C..	5,000 ..	22 ..	173.65 ..	24

## Our 1903 Aim.

The confident manner in which our representatives started the 1903 campaign is evident from the aim which they have each set for the year. They, one and all, aver that the outlook for business is most hopeful.

The City of Toronto should undoubtedly yield us \$1,000,000 during 1903. We are strongly represented in the City, and this amount should be secured.

Mr. E. S. Miller, of Montreal, aims at \$1,000,000 for the Province of Quebec during 1903. Mr. Miller's splendid success during 1902 leads us to believe that he will accomplish his aim.

Mr. A. McN. Shaw, of St. John, says that New Brunswick can be counted upon for \$480,000 this year. We feel confident that this will be secured.

Mr. J. S. Wallace, of Winnipeg, advises us that nothing less than \$400,000 will satisfy him this year.



Mr. George R. Hamilton, of London, has become responsible for \$400,000 from Western Ontario.

Mr. A. S. Wickware, of Ottawa, has put \$360,000 before him for 1903.

Mr. A. H. Fair, of Halifax, makes \$350,000 the aim for Nova Scotia.

Mr. J. W. W. Stewart, of Vancouver, says the far West can be counted upon for \$360,000.

Dr. D. Lowrey, of Toronto, aims at \$300,000 personal business this year. The Doctor is capable of doing it.

The West Indies, under the capable management of Mr. S. P. Saunders, should produce \$250,000 towards the \$5,000,000. Undoubtedly he will be successful in this.

Mr. John Cawley, of Brockville, is after \$120,000.

Mr. J. B. Cooke, of Kingston, aims at \$150,000.

Mr. W. H. Seymour, of Hamilton, promises \$100,000.

Mr. H. P. Lindsay, of Peterboro', looks for \$100,000.

Mr. T. M. Grover, of Regina, says \$100,000—he means at least \$200,000.

Mr. J. A. Robinson, of St. John's, Newfoundland, aims for \$90,000.

The balance of the Province of Ontario should produce \$500,000. The advices received from our agents clearly indicate that this is a conservative estimate.

It will thus be seen that the aggregate aim of our representatives is \$6,060,000, and in the face of this we have every confidence that the \$5,000,000 for 1903 will be fully realized.

Let us now **EACH** month cut off "one-twelfth" of our year's aim. It is the only sure way in which we will bring to pass that which we have pledged ourselves to perform.

The first quarter of the year—31st March—should record **\$1,250,000 Policies Issued**. Let each one of us turn the "should" into "shall," and our aim of \$5,000,000 for 1903 will surely be accomplished.

### Standing of the Agencies for January 1903.

- |                           |                         |
|---------------------------|-------------------------|
| 1—Montreal, Que.          | 15—Edmonton, Alta.      |
| 2—London, Ont.            | Toronto, "A."           |
| 3—St. John, N. B.         | Toronto, "K."           |
| 4—Head Office.            | 16—St. Catharines, Ont. |
| 5—Hamilton, Ont.          | 17—Brampton, Ont.       |
| 6—Winnipeg, Man.          | 18—Port Hope, Ont.      |
| 7—Kingston, Ont.          | Regina, N. W. T.        |
| Toronto, "L."             | 19—Brandon, Man.        |
| 8—Toronto, "City."        | Port Elgin, Ont.        |
| 9—Halifax, N. S.          | Red Deer, Alta.         |
| 10—Ottawa, Ont.           | York, Ont.              |
| 11—West Indies.           | 20—Calgary, N. W. T.    |
| 12—Brockville, Ont.       | Collingwood, Ont.       |
| 13—Sault Ste. Marie, Ont. | Durham, Ont.            |
| Vancouver, B. C.          | Ingoldsby, Ont.         |
| 14—Newfoundland.          |                         |
| Peterboro, Ont.           |                         |

Thoughtful Opinions of the 1903 Report.

“The report of the Annual Meeting of the Imperial Life Assurance Company of Canada, shews that the Company has enjoyed a generous measure of prosperity during the past year. The insurance effected has kept pace with the general expansion of Canadian business, and in every feature the report presented by the Directors shews substantial advancement.”—TORONTO GLOBE.

“One matter of vital importance to the welfare of a life company is the character of its investments, for upon their soundness, their earning capacity and permanent value wholly depends the skill of the Company to fulfil its contracts. In regard to this, Mr. A. E. Ames, 1st Vice-President, said at the Annual Meeting, ‘I am able to say unreservedly that there is not a single investment which is causing the Directors the slightest anxiety.’”—INS. AND FINANCE CHRONICLE, Montreal.

CONFIDENTIAL

V.L. 4 TORONTO, FEB. 16th, 1903. No. 4

THE IMPERIAL  
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THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

Thoughtful Opinions of the 1903 Report.

“The statement for 1902 of this Company exhibits a number of satisfactory features. The first we mention is a decreased ratio of expense to income, and this is a point to which sufficient importance does not appear to be attached by some organizations.”—MONETARY TIMES, Toronto.

“The steady growth of the Company during the past five years is clearly set forth in the Report. The figures tell the whole story, and with a Board of Directors whose names are a guarantee of all that is honorable, and with a prestige which any company might envy, the Imperial is entitled to a high rank in the life underwriting world, which is fully granted by all who are familiar with insurance.”—MONEY AND RISKS, Toronto.

# THE IMPERIAL LIFE

## AGENTS NEWS

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Vol. 4    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 5

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### The Harvest Time.

### Seize the Magnificent Opportunity.

The marvelous growth of Canada and the increasing prosperity of its people, in recent years, have been two of the most helpful factors in life assurance; and what perhaps is more encouraging and more inspiring to Imperial Life representatives than anything else, is that we are fairly well assured of a continuance of those conditions which have contributed in such a material manner to our great national wealth and prosperity.

Let us examine some of the conditions which tell the insurance worker that the present is the harvest time—the time when his greatest energy and indefatigable labor cannot help but be richly rewarded.

- 1.—Salaries of all employees were never higher than they are to-day.
- 2.—Canadian manufacturers have at no previous time found such a ready and such a profitable market for their goods.
- 3.—Merchants have found trade conditions brisk and sound—a steady demand for merchandise accompanied by improved margins of profits.
- 4.—Farmers have enjoyed a succession of good crops and the prices of all kinds of agricultural products have been eminently satisfactory.
- 5.—Professional men have shared in the prosperity—their services are more frequently sought and more highly paid for.
- 6.—Our railways are taxed to their utmost in handling freight—their rolling stock and employees being quite inadequate to cope with the congested situation.
- 7.—Our banks, financial and insurance corporations all report “the best year in their history.”

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**\$200,000 this week.**

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Twelve years is but a short period in the lifetime of a nation, but it is a long enough epoch to determine how that nation is moving. Canada has had a "growing time," and to appreciate this, let us compare some national features as they were in 1890 (12 years ago) and as they exist to-day:

(a). In 1890, the Dominion revenue was \$40,000,000; now it is \$58,000,000, an increase of over 45%.

(b). Our imports for home consumption then were \$113,000,000; now they are \$203,000,000, an increase of over 78%.

(c). Our domestic exports were then \$85,000,000; now they aggregate \$196,000,000, an increase of over 130%.

(d). The value of the productions of our principal minerals, (metallic), was \$4,000,000; now it is \$43,000,000, an increase of 975%.

(e). Our coal production was 3,000,000 tons; now it is 6,000,000 tons, an increase of 100%.

(f). Manitoba's crop yield was 25,000,000 bushels; now it is 100,000,000 bushels, an increase of 300%.

(g). The N. W. Territories crop yield was 9,000,000 bushels; now it is over 26,000,000 bushels, an increase of 189%.

(h). Traffic through Canadian canals was 3,861,000 tons; now it is 6,538,000 tons, an increase of 69%.

(i). The earnings of our steam railways then amounted to \$47,000,000; now they are \$73,000,000, an increase of 55%.

(j). The deposits in chartered and savings banks then amounted to \$205,000,000; now they aggregate \$513,000,000, an increase of 150%.

(k). The insurance in force in Canada then amounted to \$248,424,567; now it aggregates, approximately, \$500,000,000, an increase of over 100%.

These figures and comparisons have been compiled to give you an idea of the bigness of our country, the greatness of our enterprises, the tremendous development going on, and the increasing and expanding field there is for the greatest of all necessities—life assurance. There is not a hamlet, town or village in this broad Dominion that has not contributed to the material prosperity referred to, and consequently there is not a place, the inhabitants of which are not better able to afford the protection of life assurance to themselves and their families,—a protection which no other system yet devised has been able to so perfectly provide.

What I would like to impress upon each person associated with the Imperial Life is that this is our harvest day; that in the history of our country there never was such a period as the present for the successful prosecution of our work; that there are hundreds and thousands of people who must have life assurance this year, and that we are the favored ones who are privileged to point out to them where they can get it in the best and most profitable Company. Knowing, as we do, that there is no Company that can give better results to policy-holders; that can offer a fairer policy contract; that can present more sound and attractive plans than the Imperial, we have everything in our favor to secure a goodly portion of the thousands of applications which will be written this year.—T. B.

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**Remember, Steady Monthly Increase.**

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## **February's Business.**

Although ahead of February, 1902, the business this month is not, thus far, on a \$5,000,000 basis. It is coming in with a reluctance which must be overcome. Let each one of us put forth his very best efforts during this closing week, and make it produce at least \$200,000. We should be able to do this. We *are* able to do it if each Imperialite will do some part.

## **New Appointments.**

**Mr. A. I. Barton** has been appointed special travelling representative, with headquarters at Toronto. His work will be the appointing of local agents in towns in Ontario in which the Company is not at present represented, and co-operating with them in the securing of new business. We expect Mr. Barton will be a large contributor to the \$5,000,000.

**Mr. Geo. F. Graff** has been appointed District Agent for the County of Waterloo, and starts out as an Imperialite to-day. We expect to see his name on the Honor Roll for March.

**Mr. H. Brown, of Hamilton,** has been appointed Special Agent to assist Mr. W. H. Seymour in Hamilton Agency. We anticipate that he will turn out a real Imperialite.

**Mr. R. R. Woods** has secured the appointment of Agent for Smith's Falls, Ont., and vicinity.

**Mr. T. J. Ryan** will look after the Imperial's interests in Pembroke, Ont., and the surrounding country.

**Mr. J. A. McKinnon, of Red Deer,** on account of his success, has been appointed to the position of Special Agent for Alberta. With an enlarged field, we anticipate that Mr. McKinnon will make a splendid record during 1903.

## **Ammunition.**

This year our representatives not only have a large variety of ammunition to choose from, but ammunition of the very best quality. Are you making good use of it? The Annual Report is universally considered an unexcelled canvassing document; the year's record has been published in attractive form; other new and attractive pamphlets have been sent to you this year, and altogether you are supplied with excellent canvassing material. Use it whenever and wherever you think it will do good, and don't be afraid to ask for more if you need it.

How about advertising? This is a part of your armory which you cannot afford to neglect. Two new advertisements are given this week. Give them a trial.

Don't be afraid to tackle people about assurance. Tell them it's the Imperial Life Assurance Company of Canada you want them to join. Then they will listen to you.

---

**One Application from You this Week.**

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## FIVE HUNDRED MILLION DOLLARS

is the amount of life assurance in force in Canada to-day. Is a sufficient amount of this protecting your family and insuring you a comfortable old age? If not, you cannot do better than secure a policy in The Imperial Life Assurance Company of Canada, Head Office, Toronto

CONFIDENTIAL

Vol. 4. TORONTO, FEB. 23rd, 1903. No. 5

## THE IMPERIAL LIFE AGENTS NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

## ONE HUNDRED AND THIRTY THOUSAND DOLLARS

is the excess of the reserves of The Imperial Life Assurance Company of Canada, Head Office, Toronto, over the amount required by the Dominion Government. This is only one of the special features of the unexcelled security afforded policy-holders by this sterling Company



# THE IMPERIAL LIFE

## AGENTS NEWS

Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 6

TORONTO, March 2nd, 1903.

To Imperial Representatives.

First Quarter, \$1,250,000.

GENTLEMEN,—You will remember that we set \$1,250,000 as our aim for the first quarter of 1903, and, this being the beginning of the last month of that quarter, I wish to draw your attention to a few facts in connection with that aim.

You can readily understand our great desire to realize \$1,250,000 during the first quarter of the year. Having set out to secure \$5,000,000 in 1903, we are extremely anxious to make every quarter—yes, every month—contribute its proportionate share, in order that it may not be necessary to bring undue pressure into our work at the close of the year.

While January and February both shew substantial increases over the same months of 1902, the results have not been altogether satisfactory. To speak frankly, the business is not upon a \$5,000,000 basis. January and February have not yielded \$833,000.

We realize that \$1,250,000 is a high aim for the first quarter of the year, but, taking into account the unparalleled prosperous condition of the country, and the unexcelled record which the Company has been able to present to the public, it is not too high for The Imperial. An agency staff that wrote considerably over \$1,250,000 in the last quarter of 1902, should be able to write that amount in the first quarter of 1903, especially when we consider that a large number of new appointments have been made since the first of the year.

What can you, personally, do this month towards the accomplishment of the \$1,250,000? Have you set before you some definite amount to be secured by March 31st? We want your very best efforts during the next 30 days, and the more systematic you make those efforts, the greater will be your success. Determine to accomplish something, no matter how small it may be—determine to give us some aid towards the attainment of our aim.

Yours very truly,

*J. Bradshaw*

2nd Vice-President.

## **The Booming of Bigness.**

The following article is culled from the *Saturday Review*, a literary magazine published in London, England, and contains some very interesting views in regard to the large American companies. The writer, very properly, takes exception to the practice of "new business at any price," and concludes that the best results, from a policy-holder's standpoint, will be secured in a properly conducted conservative and progressive company, looking to the interests of its present members, rather than in a company in which magnitude is the chief boast and the chief end to be attained.

"American insurance papers are vastly entertaining when the opportunity presents itself for booming bigness. This opportunity occurs regularly in the early days of January, when with admirable promptitude the . . . . Life Insurance Company issues its annual report.

"There are no ordinary dictionary words adequate to describe the sentiments of an American editor when confronted with the colossal magnitude of the operations of the . . . . Life. He tells us in superlative superlatives that the new business of 1902 exceeded so many hundred million dollars. Somehow this eulogy of mere magnitude fails to create a favorable impression upon our mind. The . . . . Life is indeed excellent inasmuch as it has persuaded so many people to acquire the benefits of life assurance, but the reflection forces itself upon us that the assured could have done so much better had they taken their policies with offices which consider merit of more importance than magnitude.

"In all these extravagant eulogies, and we have read several, there is no hint that the expenditure is excessively high, there is no mention of the fact that the rate of interest is steadily declining, no comparison of the mortality experienced with the mortality provided for, no reference to the bonuses on policies being vastly less than the estimates issued to induce people to take policies, no sort of a dim notion anywhere that merit is of any importance in connection with a life assurance policy. There is bigness here, bigness there, and bigness everywhere. This item runs into tens of millions of dollars; that item reaches hundreds of millions of dollars, and another feature runs into thousands of millions of dollars. To make matters more impressive the total receipts and payments since the formation of the company are carefully tabulated, with the idea that the reader, like the editor, may be fairly overcome by the hugeness of the amounts.

"We cannot but admire the energy of the officials; we cannot but recognize their entire success in accomplishing the objects they set before themselves, and we cannot but ask whether the ability and the energy displayed, could not be advantageously directed into quite other channels. Accustomed as we are to see the best offices striving to promote the welfare of their existing members, absolutely declining to pay extravagant commission and to obtain new business at excessive cost, it is quite impossible to avoid contrasting them with the American ideals of insurance management.

"The aim of the huge American offices seems to us to be a mistake. Let us listen by all means to their cogent arguments in favor of assurance, and then let us go quietly away and take our policy in some sound, strong, economical office that will give chief consideration to the welfare of its members, and care little or nothing whether it is large or small, provided only that it produces the best possible results for those who belong to it."

## **Prominent Policyholders.**

The following prominent policyholders for \$5,000 and over have been added to our already long list since November 1st last. It is one of the strongest evidences of the confidence which the Imperial Life enjoys in the consideration of the Canadian public.



Name.	Occupation.	Address.	Amount.
F. H. Phippen	Barrister	Winnipeg, Man.	\$ 5,000
Richard Walsh	Drover	Hastings, Ont.	5,000
J. G. Lewthwaite	Farmer	Sintaluta, Assa.	5,000
H. G. W. Wilson	Agent, Imperial Life	Indian Head, N.W.T.	6,000
T. M. Fraser	Merchant	New Glasgow, N.S.	5,000
J. L. Mancini	District Manager, Imperial Life	Quebec, Que.	8,000
A. Borland	Merchant	Quebec, Que.	10,000
W. G. Wilson	Manager, U. S. Sales Book Co.	Chicago, Ill.	10,000
A. K. Butchart	Broker	Toronto, Ont.	10,000
W. W. Lundy	Gentleman	Toronto, Ont.	5,000
J. A. Lefebvre	Clerk	Montreal, Que.	5,000
J. H. Richards	Lumber Merchant	Boiestown, N.B.	5,000
W. B. Russel	Civil Engineer	North Bay, Ont.	9,000
C. F. Dawson	Stationer	Montreal, Que.	5,000
T. M. Morgan	Cement Manufacturer	Longue Pointe, Que.	5,000
C. W. Walcot	Broker	Quebec, Que.	5,000
E. S. Senkler	Barrister	North Bay, Ont.	5,000
J. A. McDonald	Lumber Contractor	Campbellton, N.B.	10,000
M. T. Lefebvre	Agent	Montreal, Que.	10,000
C. G. Graham	Clerk	Peterboro, Ont.	5,000
Henry Sutherland	Agency Director, Imperial Life	Toronto, Ont.	5,000
J. A. Coulter	President, Morrow Screw Co.	Ingersoll, Ont.	5,000
H. W. McLean	Barrister	Toronto, Ont.	5,000
Dr. D. R. Moore	Physician	Stanley, N.B.	5,000
Adam E. Ratz	Miller	Tavistock, Ont.	5,000
R. J. Fleming	Assessment Commissioner	Toronto, Ont.	25,000
E. K. Strathy	Bank Manager	Medicine Hat, N.W.T.	5,000
H. B. McBain	Clerk	Toronto, Ont.	5,000
A. H. Rowley	Bank Manager	Kingston, Jamaica	5,000
D. B. McBean	Grain Broker	Winnipeg, Man.	5,000
L. A. Sullivan	Principal	Toronto, Ont.	5,000
W. E. Foster	Wholesale Merchant	St. John, N.B.	10,000
H. S. Cowan	Traveller	Toronto, Ont.	5,000
M. J. E. Drolet	Real Estate Agent	Parc Laval, Que.	10,000
H. F. G. Waugh	Farmer and Mine Owner	Douglas, N.B.	5,000
J. T. Lyons	Druggist	Montreal, Que.	10,000
C. W. Schnare	Mgr. Cream Sep. Co.	Montreal, Que.	5,000
F. J. Gallagher	Prop. Freeman's Restaurant	Montreal, Que.	5,000
J. H. Ross	Real Estate Broker	Winnipeg, Man.	5,000
Pierre C. Gaulin	} Merchant Tailors	Quebec, Que.	5,000
G. Morissette			
R. S. Tyus	Agent	Toronto, Ont.	5,000
A. E. Scott	Insurance Agent	Quebec, Que.	5,000
D. A. Wickware	Agent, Imperial Life	Birtle, Man.	5,000
Hunter Cooper	Broker	Winnipeg, Man.	10,000
F. W. Baillie	Gen'l Manager Metropolitan Bank	Toronto, Ont., (additional)	8,000
F. T. Nicholls	Gen'l Manager Can Gen. Electric	Toronto, Ont., (additional)	50,000
G. H. Brunet	Chemist	Quebec, Que.	10,000
William Petersen	Ship Owner	Newcastle-on-Tyne, Eng.	25,000
J. Braithwaite	Manufacturer	Crysler, Ont.	5,000
James Osborne	Gen. Supt. C.P.R. Atlantic Division	St. John, N.B.	10,000
H. G. Matthews	Broker	Montreal, Que.	5,000
J. C. MacGowan, Jr.	} Manufacturers	Montreal, Que.	5,000
J. D. Kuppenheimer			
J. G. Langton	Bank Clerk	Toronto, Ont.	10,000
H. A. Gibson	Mgr. Lumber Mills	Marysville, N.B.	5,000
E. Drolet	Agent	Parc Laval, Que.	5,000
L. J. Abrahams	Mining Engineer	Bruce Mines, Ont.	5,000
C. W. Jeffreys	Artist	Toronto, Ont.	5,000
F. C. Stephenson	Missionary Secretary	Toronto, Ont.	5,000
W. A. Gibson	Dist. Mgr., Imperial Life	Fredericton, N.B.	6,000
H. C. Taylor	Advocate	Edmonton, Alta.	5,000
W. C. Northup	Wholesale Merchant	Halifax, N.S.	5,000
C. H. Weddall	Merchant	Fredericton, N.B.	5,000
F. M. A. Lapierre	Manufacturer	Montreal, Que.	5,000
J. B. Pattullo	Lawyer	Dawson City, Y.T.	10,000
Dr. C. J. Fagan	Prov. Health Officer	Victoria, B.C.	5,000
Andrew Devine	Contractor	North Bay, Ont.	10,000
M. A. Lemieux	Barrister	Quebec, Que.	5,000



## Advertising Material.

There appears to be some misunderstanding in the minds of some of our representatives regarding the Company's present plan of distributing literature. Whenever a new pamphlet is issued, a copy is sent to each representative with the request that he will advise either the Head Office or the District Agent of the quantity he can use. This means that no supply will be sent to the Provincial or District Manager unless he sends to the Head Office for same, and that if a Local Agent wishes to secure a supply, he must write to his District Manager. We are always glad to forward a representative all the supplies he can use; this system has been adopted to facilitate the work at the Head Office.

## Evidence of Age Forms.

Will our representatives kindly destroy all Evidence of Age forms in their possession in which the declaration is made by virtue of the "Canada Evidence Act." This Act has been repealed and consequently the declarations are of no effect.

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
LIFE  
AGENTS NEWS

Vol. 4. TORONTO, MAR. 2nd, 1903 No. 6

CONFIDENTIAL

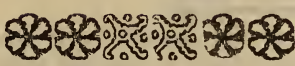
## Employment of Unappointed Medical Examiners.

We would particularly draw the attention of our representatives to paragraphs Nos. 40 and 41 of the Manual of Rules and Instructions. If for any reason it is found necessary to employ a physician who has not been appointed examiner by the Company, Form 7 (Medical Examiner's Credentials) *must* be completed in every case and forwarded to the Head Office with the application, otherwise the application will be deferred until this form is received.

## Prospect Book.

Have you got your prospect book in working order? The sooner you start the system, the greater the benefit which will accrue to you this year. We count upon it being of considerable help to you during the present month in the securing of the \$1,250,000 for the quarter. It, undoubtedly, should help you to increase your business.

# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 7

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### The Prospect Book.

The unanimous opinion of our representatives throughout Canada is that the "Prospect Book" should be of the greatest help in making 1903 a \$5,000,000 year. The introduction of this book appears to have been at a very opportune time.

One of the Company's Officers, visiting the Eastern agencies when the book was introduced says that, without exception, the agents in those districts immediately put the system in working order, and are already finding it of practical benefit.

Our Toronto representatives have the plan in full swing, and expect it to materially assist them in their March campaign for \$160,000. One agent has already at least one hundred names entered up under the different months.

At the beginning of the month you tore out the February sheet and started on March. Did you find the March sheet pretty well filled to start with? If so, has it not been of great help to you to start the month with a good list of prospects right at hand? How could it fail to be?

We look to the present month to demonstrate to us that the "system" is of substantial, practical benefit to every Imperial field man. This test can only be complete if every representative puts the system in perfect working order. Give it a fair trial and we are sure that at the end of the month you will say that it is of inestimable service to you, and has largely increased your business.

### The Month's Progress.

One-quarter of March has already passed, but we regret to say that the volume of business received thus far has not been as large as we had hoped for. March 1902 yielded \$352,500 and we count upon March 1903 to give us at least a 25% increase, \$440,000, in addition to making up the deficit of \$160,000 in the January and February business. Put renewed life into your work; bring stronger and more persistent effort into the campaign, and endeavor to increase your own business 25% over that of last March. If every agent shews such an increase, the total business will undoubtedly shew the necessary increase.

## Signs.

Every Imperialite should have one of the Company's Enamelled Iron Signs displayed in a prominent place in his office so that every person who calls upon him will know that he is the duly authorized agent of the Imperial Life. If you have not a sign be sure and send in a request for one, and we will gladly forward it to you.

## Honor Roll for February, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed:—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked:—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
Dr. D. Lowrey, Toronto, Ont.....	\$28,000 ..	1 ..	\$1,119 90 ..	1 ..	2
Messrs. Stauf & Pattullo, Dawson, Y.T.	18,500 ..	2 ..	717 80 ..	2 ..	1
J. P. Beaudoin, Montreal, Que.....	15,000 ..	3 ..	607 55 ..	3 ..	2
J. B. Cooke, Kingston, Ont.....	11,000 ..	4 ..	570 60 ..	4 ..	1
Rev. A. W. Ross, Portage La Prairie, Man .....	10,000 ..	5 ..	379 40 ..	5 ..	2
J. H. Macabe, Toronto, Ont.....	7,500 ..	6 ..	199 10 ..	9 ..	2
C. F. McTavish, London, Ont.....	7,000 ..	7 ..	233 35 ..	7 ..	2
J. Cawley, Brockville, Ont.....	6,000 ..	8 ..	300 20 ..	6 ..	2
E. S. Miller, Montreal, Que.....	6,000 ..	8 ..	160 30 ..	14 ..	1
J. L. Mancini, Quebec, Que.....	6,000 ..	8 ..	183 05 ..	11 ..	1
J. W. W. Stewart, Vancouver, B. C..	5,500 ..	11 ..	166 45 ..	13 ..	2
N. D. Bell, Port Elgin, Ont.....	5,000 ..	12 ..	203 85 ..	8 ..	1
H. C. Bellew, Montreal, Que.....	5,000 ..	12 ..	174 25 ..	12 ..	1
J. S. Wallace, Winnipeg, Man.....	5,000 ..	12 ..	197 10 ..	10 ..	1
W. D. McVey, Toronto, Ont .....	5,000 ..	12 ..	124 00 ..	15 ..	1

## Notes.

**Montreal** leads the agencies for the second time this year. Mr. Miller is determined to keep this place for his agency.

**Dr. D. Lowrey** has lead the Honor Roll both months this year—this time by a goodly margin. \$43,000 personal business in two months is certainly a good record.

**Mr. J. W. W. Stewart, of Vancouver, B. C.,** and his local agents have been doing well lately. One week we received two envelopes from Vancouver containing applications for \$27,500. Keep it up, Mr. Stewart.

**Messrs. Stauf and Pattullo, of Dawson, Y. T.,** are doing excellent work for the Imperial, and we expect them to be large contributors to the \$5,000,000.

**Mr. R. J. Blaney** has been appointed District Agent for North Grey, with headquarters at Owen Sound.

**Mr. D. H. Booth, of Guelph, Ont.,** has been appointed District Agent for Wellington County.

**Mr. J. B. Cooke, of Kingston, Ont.,** had a successful month.

**Mr. N. D. Bell, of Port Elgin, Ont.,** is putting in some good work.



## The 1902 Business.

The following table, taken from the Bulletin, gives the result of the operations of the different companies in Canada for the year 1902. It at once indicates the high position which the Imperial Life has taken in the Canadian life insurance field :

Name of Company.	New Business Issued and Taken in Canada in 1902.	Insurance in force in Canada Dec. 31, 1902.	Net Premium Income in Canada in 1902.
	\$	\$	\$
Aetna .....	1,039,700 00	16,482,435 00	587,573 11
British Empire .....	275,490 00	6,465,633 50	227,593 95
Canada .....	4,521,713 00	74,251,400 20	2,132,862 29
Confederation .....	3,294,253 00	34,251,731 00	1,124,776 00
Continental .....	1,170,128 00	2,704 467 00	78,184 61
Crown Life .....	1,058,500 00	1,280,000 00	38,027 69
Dominion Life.....	906,835 00	4,898,538 00	152,619 40
Excelsior .....	1,314,955 00	5,170,816 30	217,791 08
Federal Life .....	2,614,436 50	13,981,577 56	471,452 53
Great-West .....	3 788,200 00	15,279 557 00	504,280 00
<b>IMPERIAL LIFE.....</b>	<b>4,127,642 00</b>	<b>14,037,444 00</b>	<b>482,326 25</b>
Lon. and Lancashire .....	998,500 00	9,320,800 00	313,472 41
London Life } Ordinary .....	669,575 00	2,978,012 00	90,734 00
} Industrial .....	910,336 00	3,868,822 00	201,168 00
Manufacturers .....	3,631,095 00	26,036,351 00	851,861 03
Mutual Life of Canada .....	4,214,000 00	34,467,420 00	1,111,897 41
National Life .....	1,528,331 00	3,425,897 00	126,695 21
North American .....	4,640,890 00	28,520,562 00	977,074 11
Northern Life.....	1,119,725 00	3,172,535 00	99,490 41
Royal-Victoria .....	1,353,167 00	3,535,851 00	126,445 02
Sun Life .....	4,014,177 33	37,041,661 32	1,306,539 44
Union Mutual.....	898,527 00	6,418,163 12	198,519 27
United States.....	377,500 00	1,815,035 00	59,759 02

## Standing of the Agencies for February.

- |                     |                        |
|---------------------|------------------------|
| 1—Montreal, Que.    | 13—Hamilton, Ont.      |
| 2—Vancouver, B. C.  | 14—Toronto "A."        |
| 3—Toronto, "L"      | Toronto "K."           |
| 4—Head Office       | 15—Peterboro, Ont.     |
| 5—Winnipeg, Man.    | 16—Newfoundland.       |
| 6—Kingston, Ont.    | 17—Brandon, Man.       |
| St. John, N. B.     | 18—Port Hope, Ont.     |
| 7—London, Ont.      | 19—Brampton, Ont.      |
| 8—Ottawa, Ont.      | Regina, N.W.T.         |
| 9—Toronto City.     | 20—Collingwood, Ont.   |
| 10—York, Ont.       | Creemore, Ont.         |
| 11—Brockville, Ont. | Durham, Ont.           |
| Halifax, N. S.      | St. Catharines, Ont.   |
| 12—Port Elgin, Ont. | Sault Ste. Marie, Ont. |

## The Future of Life Insurance is Backed by the Nation's Credit.

When it is said that this is the age of insurance, especially of life insurance, and that the man who fails to take out insurance misses a good thing and deprives his family of something it should have, we should endeavor to make the point as clear as we can. We have seen that the life insurance companies are obligated to pay Five Hundred Million Dollars to the people of Canada under policies now in force. That

is one way of putting it. Stated in another way, the people of Canada have agreed to contribute and distribute among themselves, their heirs, administrators and assigns, this sum of money, under certain conditions. The people (and compound interest) must provide this money. Life insurance is merely the organization, the machinery, the clearing house through which the exchanges are to be effected. The money must be paid in before it can be paid out, and the paying in as well as the paying out—simply to take care of the insurance now in force—will run for fifty years or longer. Where in finance is there a greater organization, not to say a greater organized thrift, than this? For fifty years hence, and longer, millions of persons have arranged and agreed that among their number, to the last survivor, the minimum of distress and destitution shall be wrought by death; and their number is so large that the future of life insurance is practically backed by the credit of the nation. Can any intelligent man fail to see the strength, usefulness and majesty of this great organization which stands for human helpfulness? Can he say, "I will have none of it"? If so he will be like the freak navigator who declines passage on a trans-Atlantic steamship and starts for the other side in a frail rowboat in which, unfortunately, his family is also embarked.—*Ins. and Finance Chronicle*.

**CONFIDENTIAL**

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# THE IMPERIAL LIFE AGENTS NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

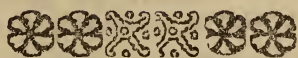
## Insurance Business 'as a Calling.

I presume that not more than one out of twenty-five men who enter the business of life insurance makes a really conspicuous success of the work. This seems a small per cent. of success, and yet I presume that it is as great as in almost any other calling, because perhaps no more than one man out of twenty-five who enters any of the ordinary lines of commerce makes a really conspicuous success of his efforts. I think it is absolutely safe to say that of half a dozen young men fresh from college entering upon chosen avocations for life, assuming that each has equal ability, integrity, determination and industry—assuming that one enters the law, another becomes a physician, another a surgeon, one a manufacturer, another enters upon a mercantile career and one adopts life insurance as his life calling—I believe it will prove to be true, nine times out of ten, that if you will at the end of five years consider the relative success which has been achieved by each and all of these gentlemen, you will find that the man who entered the life insurance field has rapidly outdistanced all of the others in the results accomplished, and that his future is riper with promise than is the future of any one of the others.—*Ins. and Finance Chronicle*.



# THE IMPERIAL LIFE

## AGENTS NEWS



Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 8

### Automatic Non-Forfeiture Provision.

#### One of the Most Important Provisions in the Imperial's Policy Contract.

There is, perhaps, no provision in the policy contract of The Imperial Life which confers more distinct and tangible benefits upon the assured than this provision. The provision briefly provides that the policy is automatically continued in force by the Company so long as the cash surrender value of the policy is sufficient to pay premiums, etc., thus safe-guarding the policy from forfeitures and the policyholder and beneficiary from loss.

A frequent reason advanced for not taking out a policy is, the fear that it may lapse through neglect or oversight. People hesitate to engage in a contract of assurance which provides that in the event of non-payment of a premium on a specified date the contract shall cease to be in force. Policies have been inadvertently allowed to terminate through absence from home, sickness, change of residence, failure to receive notice of premiums, etc., as well as through financial inability to pay premiums.

The Automatic Non-forfeiture provision in The Imperial Life's contract, guarantees absolutely the continuity of the policy, and consequently greatly enhances the value of the contract to the assured and the beneficiaries; moreover, it has probably been the means of rendering life assurance more popular in modern times than any other policy provision. The experience of one company, the Australian Mutual Provident Society, for a period of 28 years (1873-1901) will illustrate some of its marvellous benefits:—

1—Total number of policies overdue and sustained under this provision.....		360,560
2—Number of policies reinstated, that is—put upon original basis and premiums advanced under the provision repaid	305,825	
3—Number of policies forfeited .....	21,965	
4—Number of policies surrendered .....	7,203	
5—Number of policies become claims through death .....	2,582	
6—Number of policies matured .....	939	338,514
7—Number of policies overdue and kept in force December 31st, 1901 .....		22,046

Who can estimate the tremendous benefit of this provision to the families of the 2,582 policy-holders whose claims were paid, but would not, in all probability have been,



if this provision had not been in that company's policy? Who can determine the advantage which accrued to the company by the retention of 305,825 policies reinstated, the forfeiture of which would probably have made the holders avowed enemies, airing what they considered substantial grievances, and spreading discontent wherever their complaints were heard? These facts are worthy of being pondered over.

The benefits of the Automatic Non-forfeiture provision in The Imperial Life's contract, are immediately appreciated by considering the following three illustrations:

Illustration I.—Policy granted on 10 Payment Life System at age 35—after payment of 5 years' premiums in cash the Company will continue the contract in force automatically by advancing the last 5 years' premiums.

Illustration II.—Policy granted on the 15 Payment Life System, at age 35—After payment of 7 years' premiums in cash the Company will continue the contract in force automatically by advancing the last 8 years' premiums.

Illustration III.—Policy granted on the 20 Payment Life System, at age 35—After payment of 10 years' premiums in cash the Company will continue the contract in force automatically by advancing the last 10 years' premiums.

The *Automatic Non-forfeiture* Provision contained in the Imperial Life's contract differs from that to be found in some other companies' policies. Certain companies make an interest charge of either 9% or 10% on the premiums advanced by the Company. The Imperial Life charges only  $6\frac{1}{2}\%$ , or from  $2\frac{1}{2}\%$  to  $3\frac{1}{2}\%$  per annum less than the companies referred to. It will be interesting to examine the effect of a  $6\frac{1}{2}\%$  interest charge as compared with a 10% interest charge in three cases.

Case 1.—Policy on the Whole Life System, age 35, annual premium of \$27.95—if 7 years' premiums have been paid, the Imperial will continue the policy in force under the A.N.F. Provision for the next 5 years. Under the same policy and conditions another company charging 10%, would continue the policy in force for only 4 years, or 1 year less than the Imperial Life would.

Case 2.—Policy on the 20 Payment Life System, age 35, annual premium \$36.95—if 7 years' premiums have been paid, the Imperial will continue the policy in force under the A.N.F. Provision for the next 7 years. Under the same policy and conditions another company charging 10%, would continue the policy in force for only 6 years, or 1 year less than the Imperial Life would.

Case 3.—Policy on the 20 Year Endowment System, age 35, annual premium \$50.55 if 7 years' premiums have been paid, the Imperial will continue the policy in force under the A.N.F. Provision for the next 11 years. Under the same policy and conditions another company charging 10%, would continue the policy in force for only 8 years, or 3 years less than the Imperial Life would.

The difference in each of the three cases arises, of course, from the 10% charge eating up the value in the policy more rapidly than the moderate  $6\frac{1}{2}\%$  rate of the Imperial.

This marked advantage in favor of the provision in the Imperial Life's policy, is one which has proved, and will continue to prove a strong canvas sing point, and should, unquestionably, be the means of making the Company more popular, our representatives' work easier, and the benefits to policyholders more substantial.

There is another special feature which should not be overlooked, viz.—that whenever the policyholder desires he can repay the amount advanced under the

A.N.F. privilege, or can convert it into a regular policy loan by signing the Company's regular loan agreement form, and secure a reduction in the rate of interest. When the amount due the Company has been repaid, the policy is, of course, in exactly the same position as it originally was, viz.—no lien or debt standing against it.

### **Success.**

SUCCESS shall come to him who waits ;  
But not to him of folded hands —  
To him who hopes, but hesitates,  
And simply by the roadside stands.  
Success is won by effort strong ;  
By unremitting, earnest stress.  
The way it travels seems o'er-long ?  
To haste its course, go *meet* Success !

Why waste the time, to drift and swing  
And watch the careless billows roll,  
Relying that some chance will bring  
You somehow, some day, to your goal ?  
Far better that, sails spread the while  
To catch the faintest favoring breeze,  
You man the sweeps, and mile by mile  
You still advance across the seas.

Go meet Success ! For not enough  
That you should patience have, alone.  
Up signal ! On ! Though fields be rough  
'Tis those shall reap who first have sown.  
Each day some little progress make ;  
Lean not on trustful idleness,  
Lest, ere it reaches you, it take  
Another route, so *meet* Success !

—*Edwin L. Sabin.*

### **Life Office Reserves.**

At the Institute of Actuaries, Staple Inn-hall, on Monday evening, Mr. George King, F.I.A., read an exhaustive and interesting paper on the "Comparative Reserves of Life Assurance Companies, according to various tables of mortality at various rates of interest. In the course of his paper the author brought out the interesting fact that, as disclosed by the British offices' experience, the average duration of the whole life policy at age of entry 30 is as much as 23.9 years. For age 35 the average duration is 22.26 years and for 40 is 20.5 years. Mr. Manly, while taking part in the discussion on the paper, said that he had found from the same data that the average duration of a whole life policy increased during the first two or three years during which it was in force. In other words, a man is much less likely to abandon a policy after he has paid two or three premiums than if he has paid only one premium. The long average duration of policies, as shown by the new experience, was regarded by the members of the institute as a deadly blow at the "assessment" system of life assurance, of which much was heard a few years ago.—*Ins. and Finance Chronicle.*

## TWO HUNDRED AND FIFTY THOUSAND DOLLARS

is the amount deposited with the Dominion Government for the protection of its policy-holders by The Imperial Life Assurance Company of Canada, Toronto. This is the largest deposit made by any Canadian life assurance company.

AGENT'S NAME AND ADDRESS.

CONFIDENTIAL

Vol. 4. TORONTO, MAR. 16th, 1903 No. 8

THE  
IMPERIAL  
LIFE  
AGENTS NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

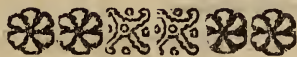
## CAN YOU THINK OF A BETTER WAY

to protect your dependents than by taking a policy in The Imperial Life Assurance Company of Canada? It's Guaranteed Security Policy is an ideal contract and secures to the assured the maximum of benefits. For full information, call upon or write to—

AGENT'S NAME AND ADDRESS.



# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4    Published by The Imperial Life Assurance Company of Canada, Toronto.    No. 9

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### THE END OF THE FIRST QUARTER.

The Final Opportunity

to secure \$1,250,000.

One Week of Persistent

and Intelligent Effort.

Every day brings the first quarter nearer and nearer to its close, and at the Head Office we are anxiously watching the business of each agent to see whether his efforts will meet with success.

There is only one week left in March to secure the

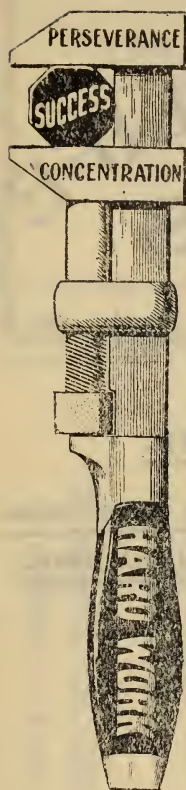
Balance of our Quota.

Do your plans and prospects indicate that you will be successful in securing your share of the \$1,250,000? If not, what steps are you taking to remedy this defect?

March Must Produce \$600,000 of New Applications.

That was the amount we set out on March 1st to secure during the month. Failure is not to be thought of. Success must be ours!

If every Imperialite will get right down to work and do his very best to close as much business as possible during the coming week, there is no reason why we should not exceed our quota.



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### **A Firm Grip.**

The accompanying cut illustrates very forcibly what we have been trying to impress upon our representatives ever since January 1st, 1903, viz., that if you grip, with the strong jaws of "perseverance" and "concentration," the nut of "success" and apply the force of "hard work," nothing can stop you from accomplishing your purpose, from securing a place on the Honor Roll every month. If every Imperial representative, will, metaphorically, change himself into a monkey-wrench during the last few days of the first quarter and bring all his force to bear upon the production of high-class applications, we will undoubtedly make our business for the first three months a record-breaker.

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### **If You Try.**

You can climb to the top of the loftiest hill,  
You can make of yourself whatsoever you will,

*If you try.*

A faith you must have, rooted deep in your soul,  
A purpose unshaken, a firm self control ;  
Strive on without ceasing ; you'll reach to the goal

*If you try.*

—Exchange.

### **Little More.**

The men that do what is set before them are good citizens. But the men that win the prizes in this world are they that stop not at the end of their stint. It is the 'little more' men do that weighs down the balance in their favor. The trouble is that most men fail to grasp this important fact. They quit when the whistle blows, and at the end of the year they wonder why they are no further up in the world than at the beginning. The main satisfaction in life is the sense of achievement.—*President Eliot, of Harvard.*

## The Imperial's Net Surplus.

The following table indicates the surplus that would be held by The Imperial Life, calculating its reserves upon the different bases used by Canadian life companies. The representatives of some companies holding a lesser reserve, compare their surplus with that of The Imperial Life, leaving out of consideration the fact that the same basis of reserve, has not been used in the comparison, and the stringent basis employed by The Imperial has not been recognized.

1. If the Imperial calculated its policy reserves upon the Government standard, its net surplus would be, approximately.....	\$196,290 or 20.16% of the reserve.
2. If the Imperial calculated its policy reserves upon a 4% interest basis, (that employed by a number of companies) its net surplus would be, approximately.....	\$145,730 or 16.47% of the reserve.
3. If the Imperial calculated its policy reserves upon a 3½% interest basis, without any additional special reserves, its net surplus would be.....	\$95,170 or 8.86% of the reserve.
4. Calculating its reserves upon the strong and conservative interest basis of 3½%, with additional special reserves of \$27,968 for suspended mortality and immediate payment of death claims, the Imperial's net surplus is.....	\$67,202 or 6.09% of the reserve.

## Among the Imperialites.

Mr. A. H. Fair, of Halifax, N.S., is getting in some splendid work this month. His favorite application seems to be \$10,000.

Enthusiasm is something that cannot be bought, because it is priceless.

Mr. J. L. Mancini, of Quebec, is on the way to making March a banner month. A good pull during the last week, Mr. Mancini.

Mr. S. P. Saunders sent in a very acceptable envelope this month. He won't miss the Honor Roll.

The man who doesn't get discouraged easily is the boss of the man who does.

Mr. F. G. Allgeier, of Sault Ste. Marie, should secure a place on the Honor Roll this month.

Messrs. Stauf and Pattullo, of Dawson, are continuing their good work. They aim for at least \$10,000 a month for 1903. Their business has been double their aim so far this year.

The easiest way to court failure is not to strive for success.

Mr. F. B. Springer, of Vancouver, is closing good business this month. Keep it up, Mr. Springer.

The February Honor Roll contained only fifteen names, and of those only seven had appeared on the Honor Roll in January. We want every representative who secured a place in February to do so again in March and in addition the Honor Roll should be at least twice as large. Look to it, Mr. Imperialite, that your name appears there, if at all possible.



### A Strong Pull This Week.

The following representatives are counted upon especially for a good line of business during the present week, in order to bring their individual business for March up to the average :—

E. W. Chandler,	J. P. Beaudoin,	H. S. Rosevear,
H. L. Grant,	R. R. Woods,	H. P. Lindsay,
H. R. Gray,	J. E. McCuaig,	W. H. Seymour,
A. Duncan,	J. Cawley,	G. A. Lane,
E. Winter,	J. B. Cooke,	E. Storey,
R. Hall,	W. D. Mills,	J. F. Perchard,
W. E. Kerr,	N. D. Bell,	W. H. Bessey,
A. I. Barton,	J. H. Macabe,	R. J. Blaney,
T. M. Grover,	D. H. Booth,	W. J. Marshall,
W. A. McCallum,	L. Macgowan,	

If you have not done your share towards the \$600,000 for March see that the last week is not allowed to pass unproductive.

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
LIFE  
AGENTS NEWS

CONFIDENTIAL

V. L. 4. TORONTO, MAR. 23rd, 1903 No. 9

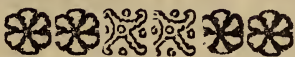
### Earnestness.

As long as men continue indifferent they remain inferior. We must be in earnest. To obtain wealth, honors, and the things most desirable in this world you must be ever in earnest, or otherwise you will remain one of the multitude. The reason why so many die among the unknown is that they are never deeply in earnest in any one thing.—*Bishop Spalding.*

Many people do not live in the present, but waste much of their best energies in living in the past or in dreaming of the future. The man who would win must allow the current of the times to run through his veins, and must keep step with the march of progress. Unless this is done, there will be paralysis somewhere in his nature.

“There’s no time like the present time, the future is not ours ;  
If you would make your life sublime, improve the present hours.”

# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 10

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### Past, Present and Future.

The following paper, to be continued in future numbers, was read at the last Agents' Convention, and is considered worthy of insertion in the NEWS.

#### **The Imperial Life—Its Past, Present and Future.**

1.—The Imperial Life, at its commencement, did not follow slavishly the conditions which had existed in life assurance, but rather took pride in hewing out for itself an "Imperial Highway,"—a highway which some, less anxious for our success than we were, predicted would not lead to victory. As you are aware, Kitchener, when given command in South Africa said little, thought a great deal and executed still more. He was quite unconcerned about the criticisms of French, American or German experts. But having first investigated the situation, he laid down a plan of campaign, he followed it out, and he won. This practically represents the position of The Imperial Life to-day. We have won the initial fight, and now we are in the position of Empire builders.

2.—Although it had not been customary to have a large paid-up capital in Canadian life assurance (possibly because promoters had found it difficult to obtain subscribers) The Imperial Life believed that a comparatively large paid-up capital would afford strong and tangible security to policy-holders; hence, The Imperial's paid-up capital at commencement was larger than that of any other Canadian life assurance company. As illustrating the experience of capital stock in life assurance, it is interesting to point out that four of the wealthiest and best life assurance companies in the United States to-day have paid-up capitals of \$2,000,000, \$2,000,000, \$1,750,000 and \$1,000,000 respectively.

3.—Capital Subscribed.—Another unique feature of The Imperial Life was that its capital was subscribed at a premium of 25%, thus removing the burden of initial expense from policy-holders' shoulders and placing it where it properly belonged, upon those of the shareholders. *No other company had ever done this.* So confident were those interested in The Imperial's success, that the entire stock was subscribed before three o'clock on the first day that the stock book was opened. This is in marked contrast to the method of employing agents from the Atlantic to the Pacific, upon salary, commission and expenses, to dispose of stock, and of resorting to what has been very properly referred to as most questionable advertising methods to obtain subscriptions. The strong manner in which the stock was subscribed immediately inspired confidence in the Company, and did much to place it in a favorable light before the insuring public.

## Average Rate of Interest Earned.

One of the main sources of profits to a life assurance company is the interest earned on reserves over the rate at which the reserves are maintained. The reserves of The Imperial have been so based, that it is only necessary that they should be invested to yield  $3\frac{1}{2}\%$ . All interest realized over and above that rate is profit. In 1903 the average rate of interest realized (including profit on sale of securities) by The Imperial Life was 5.92%, therefore the excess of interest earned over the reserve rate of  $3\frac{1}{2}\%$  was 2.42%. This excess is perhaps not exceeded by more than 1 company. The reserve of the Company on the 31st of December, 1902, was \$1,102,531, therefore, the profit or surplus in 1902 from interest on reserves was approximately 2.42% of \$1,102,531, or \$26,681.

The last published table of the average rate of interest earned by the different life companies was contained in the *Bulletin*, and is as follows. The last column in the table, which can be utilized as an exceedingly strong canvassing argument in favor of The Imperial, is added. For an explanation of it, see page 5 of the AGENTS' NEWS for November 1st, 1902.

Company.	Rate of Interest Earned in 1901.	Amount at end of 20 years of \$100 paid at beginning of each year.
Canada.....	4.64 %	\$ 3,331.30
Confederation .....	4.57	3 304.76
Continental.....	4.29	3,200.77
Crown .....	1.77	2,416.93
Dominion .....	5.02	3 479.99
Excelsior .....	5.36	3,619.41
Federal .....	4.97	3,460.02
Great West .....	6.43	4,101.09
Home.....	4.26	3,186.14
London .....	5.60	3,721.66
Manufacturers .....	4.78	3 385.25
Mutual, of Canada .....	4.92	3,440.19
National.....	3.39	2,891.05
North American .....	4.61	3 319.87
Northern .....	4.11	3,135.86
Royal Victoria.....	3.91	3,065.58
Sun, of Canada .....	5.12	3,522.30
Imperial for 1902....	5.92	3,863.00

## Income from Investments.

## Payments to Policy-Holders and Shareholders.

Some companies advertise that the "interest income from investments is sufficient to pay all death claims." The Imperial Life is able to announce a more important fact, viz.—that "its income from investments since commencement, has paid all of its death claims, endowment claims, surrender values, payments to annuitants and to shareholders, and has left a surplus of \$42,353." The following is the record :

Year.	Income from Investments	All Payments to Policy-holders and Shareholders.
1897	10,987	
1898	12,464	14,595
1899	27,406	9,123
1900	36,273	35,662
1901	53,502	45,541
1902	81,178	74,536
Total,	\$221,810	



# SILAS E. HOIDGE DEAD

SUCCUMBED AT GRACE HOSPITAL  
TO INJURIES CAUSED BY FALL.

He Sustained Internal Hurts Which Re-  
sulted in His Demise Yes-  
terday.

Silas E. Hoidge, of the firm of Hoidge & Sons, builders, died at Grace Hospital yesterday morning at 2 o'clock. On Tuesday last Mr. Hoidge fell a distance of thirty feet, while working on a building near West Toronto Junction, sustaining in-  
terant injuries that were not at first considered dangerous. Deceased was 27 years of age, and leaves a widow, but no children. He was the fifth son of the head of the firm, John Hoidge, and was highly respected among his many acquaintances. He lived at 380 Dupont street. Appropriate reference was made to his demise at the evening service at the Walmer Road Baptist Church, at which he was a regular attendant. The funeral takes place to-morrow afternoon.

## How the Automatic Non- Forfeiture Provision Saved a Policy.

The above is taken from *The Toronto News*, of March 23rd, 1903. It has special interest for representatives of The Imperial Life. Mr. Hoidge made application for assurance to this Company on the 27th January, 1899, for a policy of \$1 000 on the 20 Payment Life System, annual premium of \$36.75. He paid in cash the annual premiums which fell due on the 1st of February, 1899, 1900 and 1901, but failed to pay the premium which fell due on 1st February, 1902. The Policy contained The Imperial's Automatic Non-forfeiture Provision, which provides for the automatic maintaining of the policy in force, after three years' premiums have been paid, for such a period as the surrender value will pay premiums. The surrender value was sufficient to pay the premium due 1st February, 1902,

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and consequently, although the last premium had not been paid, the policy was maintained in full force and effect, and its benefits saved to the widow, the far-reaching effect of which it will be difficult to determine. This is a striking example of the practical benefit and working of The Imperial's Automatic Non-forfeiture Provision, which was specially referred to in the AGENTS' NEWS for March 16th, 1903.

## Restored Policies.

Recognizing that it is sometimes more difficult to revive a terminated policy than it is to secure a new application, and that no little credit is due to successful effort in re-instating policies which have terminated, we intend inserting monthly in the AGENTS' NEWS an Honor Roll of Revivals. Let each Agent see to it that his agency ranks high, not only as a business producer, but as a business retainer. Keep active in touch with those whose policies have lapsed, as well as with those whose policies are in good standing.

### January—1903

Agency.	Amt. of policy revived.	Rank.	Premiums.	Rank.	No of times on Honor Roll.
Head Office.....	6,000	1	245.50	1	1
Winnipeg .....	4,000	2	149.75	2	1
Port Elgin .....	2,000	3	63.15	3	1
Vancouver .....	1,000	4	28.70	7	1
Halifax .....	1,000	4	33.25	6	1
Ottawa .....	1,000	4	42.60	4	1
Sault Ste. Marie ....	1,000	4	39.50	5	1

## Evidence of Age Forms—

### Correction.

In the NEWS of March 2nd, 1903, our representatives were asked to destroy the Evidence of Age forms in which the declaration was made by virtue of the "*Canada Evidence Act*" as that act has been repealed. This was an error, as the above forms *are correct*. The forms that must be destroyed are those in which the declaration is made by virtue of the "Act Respecting Extra-Judicial Oaths." Please destroy all these latter forms.

### Advertising.

Messrs. Stauf and Pattullo, the Company's representatives at Dawson, write, "The premium under this policy will be remitted as soon as the policy is received. We have arranged to take the amount of the premium personally in advertising." These few words will give our representatives an idea of the progressiveness and energy with which The Imperial is represented in Dawson, and we think that the splendid success which the firm is meeting with should be an incentive to other Imperialites to undertake some advertising on their own account.

## CONFIDENTIAL

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VOL. 4. TORONTO, MAR. 30th, 1903 No. 10

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# THE IMPERIAL LIFE AGENTS NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

### Jus' Keep on Keepin' On.

If the day looks kinder gloomy  
An' your chances kinder slim ;  
If the situation's puzzlin',

An' the prospect awful grim,  
An' perplexities keep pressin'

"Till all hope is nearly gone,  
Jus' bristle up and grit your teeth,  
An' keep on keepin' on.

Fumin' never wins a fight,  
An' frettin' never pays ;

There ain't no good in broodin' in  
These pessimistic ways—

Smile jus' kinder cheerfully  
When hope is nearly gone,  
An' bristle up and grit your teeth,  
An' keep on keepin' on.

There ain't no use in growlin'  
An' grumblin' all the time  
When music's ringin' everywhere,  
An' everything's a rhyme—  
Jus' keep on smilin' cheerfully,  
If hope is nearly gone,  
An' bristle up and grit your teeth,  
An' keep on keepin' on.



# THE IMPERIAL LIFE

## AGENTS NEWS

Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 11

**A**T this early date it is most gratifying to be able to announce that the 25% increase in the January and February business has been more than maintained in March—the actual increase was 33 1/3%. The first quarter of 1903 has yielded \$1,073,000, compared with \$851,000 for the first quarter of 1902.

**April, 1902, yielded \$393,000. To maintain the essential 25% increase, April, 1903, must yield \$500,000.**

Now for an early start, a strong pull, and a garrison finish for APRIL.

### The Imperial Life—Its Past, Present and Future. (Continued)

4.—*Government Deposit.* The deposit required by the Dominion Government before a license can be obtained to transact business, is \$50,000. The Imperial Life being desirous of strengthening its claims upon the public for a goodly share of their business, decided to further strengthen the security afforded by a subscribed capital, by making a deposit of \$250,000, being five times that required by the Insurance Act.

In this connection it will be interesting to note the deposits made by the different Canadian life insurance companies as set forth in the last Government report.

#### *Deposits of Canadian Life Insurance Companies.*

(Government Report, 1902, Page CIV).

Company.	Par value.	Company.	Par value
The Canada Life Assurance Co. ....	\$61,000	The Imperial Life Assurance Co. of Can.,	242,200
The Confederation Life Ass'n. ....	84,500	The London Life Insurance Co. ....	60,000
The Continental Life Insurance Co. ....	55,000	The Manufacturers Life Insurance Co. ....	213,464
The Crown Life Insurance Co. ....	55,000	The Mutual Life Assurance Co. of Can. ..	108,500
The Dominion Life Assurance Co. ....	56,419	The National Life Assurance Co. of Can. ..	55,000
The Excelsior Life Insurance Co. ....	54,000	The North American Life Assurance Co. .	59,722
The Federal Life Assurance Co. of Can. .	74,788	The Northern Life Assurance Co. of Can. .	50,000
The Great West Life Assurance Co. ....	56,000	The Royal Victoria Life Insurance Co. ....	160,733
The Home Life Association of Canada. .	58,000	The Sun Life Assurance Co. of Canada. .	64,000

(The par value only is given in the Government report. The market value, or the value which The Imperial's securities deposited with the Government could be sold for is \$253,000).



5.—*Board of Directors.* In the selection of a Board of Directors, the members of the Company were actuated by two important considerations :—

- 1.—That only those gentlemen would be eligible who had made a success of their mercantile, professional or public life, and thus by virtue of that success could secure to The Imperial some of the elements which tend to make an institution successful. And—
- 2.—That the selection would be made with regard to the probable assistance that would be rendered in the extension and furtherance of the Company's business. The result was the formation of the strongest and most influential Life Insurance Board of Directors in Canada. The present sound position of the Company is ample testimony to their skill, their merit and their interest in the Company.

### **Facts and Figures.**

The following information has been obtained from the *Life Insurance Policyholders' Pocket Index, 1903*, and shows how the splendid record made by The Imperial in 1902 compares with the record made by the different Canadian and British companies.

1.—“*The Total Gross Income*” from premiums and interest, etc., of The Imperial in 1902 was \$563,504 ; or if premiums paid to other companies for re-insurance be deducted, the net income would be \$490,455. Although there are 22 Canadian and British companies reporting, this amount is exceeded by only one British and 8 Canadian offices. The increase in cash net income for The Imperial was \$128,923, which was exceeded by only 5 companies out of the aforesaid 22.

2.—“*Excess of Income over Disbursements*” in 1902 for The Imperial, \$275,769—this item for 1901 was \$192,087. It will thus be seen that we have saved \$83,682 more of our income in 1902 than we did in 1901. Of the 22 companies reporting, only one British and 7 Canadian saved a greater amount of their income than did The Imperial, and all of these eight companies are from 3 to 72 years older than The Imperial. The Imperial is carefully husbanding its resources.

3.—“*Average Amount of Each Policy.*” For The Imperial this is \$2,137. This is the largest average policy reported for 1902, and is an indication that Imperial Life business is above the average quality.

4.—“*New Insurances*” for The Imperial Life in 1902 amounted to \$4,127,642, an amount exceeded by only 5 companies out of the 22 reporting, and 4 of these secured a considerable proportion of their new business from foreign countries. This is an evidence of the Company's popularity and success.

5.—“*Insurance in Force*” for The Imperial, \$14,037,444—an amount which is exceeded by only 8 other companies—all of which were many years in the field before The Imperial. No other company, in five years and three months time, has been able to show such an aggregate of insurance in force as \$14,037,444.

6.—“*Insurance Gained in 1902.*” Not taking re-insurances into account, the amount of insurance in force gained by The Imperial in 1902 was \$2,800,744. This was exceeded by only 4 out of the 22 companies reporting. The increase given in the Pocket Index is larger for the reason that the gross amount of insurance in force is given in 1902 and the net amount in 1901.

7.—“*Gross Surplus to Policyholders.*” The Imperial has always made security to policyholders the paramount consideration. The surplus now amounts to \$517,201, an amount which is exceeded by only 2 British and 5 Canadian offices.

## Premium Rates.

On January 1st, 1900, after several conferences of the leading Canadian Life Managers and Actuaries, uniform premium rates, considered appropriate for this country, were adopted by most of the Canadian companies. Some of the Canadian companies, and the United States companies (the rates of some of the U. S. companies are higher than the uniform rate) refused, for various reasons, to adopt these rates, and continued to do business at a lower premium rate. It has always appeared that the main object these companies had in view was to secure an advantage over their competitors by selling insurance at this lower cost,—a competition, which to say the least, is of an extremely cheap character.

Lately, two of the Canadian companies, which did not adopt the uniform rate, have materially increased their rates, and a comparison between the uniform rate adopted by The Imperial, and the present rates of the other companies is given. It will be seen that there is now very little difference between them.

Age	LIFE.			20 PAYMENT LIFE.			20 YR. ENDOWMENT		
	Uniform	Great West	Mutual of Can.	Uniform	Great West	Mutual of Can.	Uniform	Great West	Mutual of Can.
21	19.40	18.90	19.10	27.95	26.40	27.75	48.10	46.90	47.75
25	21.30	20.80	21.00	30.00	28.50	29.80	48.50	47.30	48.15
30	24.25	23.70	24.05	33.25	31.70	32.95	49.40	48.30	49.05
35	27.95	27.40	27.80	36.95	35.40	36.60	50.55	49.50	50.20
40	32.60	32.10	32.55	41.35	39.80	40.95	52.25	51.20	51.85
45	38.85	38.30	38.80	46.95	45.40	46.45	55.05	54.10	54.60
50	47.05	46.70	46.95	54.10	52.60	53.50	59.45	58.40	58.95
55	58.10	59.30	57.80	63.65	63.20	62.85	66.40	65.40	65.85

The following Canadian companies adopted the Uniform Rate :

Canada Life	Federal Life	Imperial Life
London Life	Confederation Life	Excelsior Life
North American Life	Royal Victoria Life	Manufacturers Life
Sun Life.	Dominion Life.	

## Assessment Life Insurance.

At a meeting of the members of the Insurance Institute of Yorkshire, Mr. Philip L. Newman, B.A., F.I.A. (Actuary, Yorkshire Insurance Company), delivered his inaugural address, which is reported in the *Insurance Gazette*.

Assessment insurance occupied a large portion of the address. The history of a company which recently had changed its system to that of a "legal reserve" was reviewed, as an example of the inevitable fate which must overtake the assessment companies.

Three examples were given of assessment companies, of which the following is a summary :—

No. of members to nearest 1,000, Claim Rate per 1,000 insured,	1—Numbers Decreasing.		2—Numbers Stationary.		3—Numbers Increasing.	
	1893	1901	1893	1901	1893	1901
	123,000	56,000	22,000	23,000	82,000	622,000
	17.15	33.30	8.44	14.10	4.92	4.90

Showing that in order to keep the rate of assessment down, the membership must grow at the rate of about 25 per cent. per annum. If this was impossible, the rate went up; the members left in increasing numbers, and then the end was near. The rates of assessment above age 60, which are never printed by any society, were shown to run up to impossible figures.—*Insurance and Finance Chronicle*.

**New Schedule of Rates Inadequate.**

The Grand Lodge, A.O.U.W. of Ontario, met in Toronto in March and adopted a new scale of rates instead of the group plan now in force.

**NEW RATES PER \$1,000 INSURANCE.**

Age at time of Joining.	Monthly Rates.	Yearly Rates.
18	.60	7.20
25	.74	8.88
30	.84	10.08
35	1.01	12.12
40	1.13	13.56
45	1.30	15.60

The above rates which are to go in force on July 1st next are only a small increase on the old rates, and are still grossly inadequate. It is evident that the Society is merely prolonging the fatal day by making a slight modification of the present rates. The Society is in a very critical condition.—*Economist*.

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
LIFE  
AGENTS NEWS

Vol. 4. TORONTO, APRIL 6th, 1903 No. 11

**CONFIDENTIAL**

**Restored Policies.**

In the last issue of the AGENTS' NEWS the January "Honor Roll" of Revivals appeared. Below will be found the names of the successful Agencies for February, and in the next issue of the NEWS the results for March will appear.

While *Prevention* is better than *Cure*, it is a good thing to be cured ! Strive to cure your policy-holders of the *Lapse* habit.

**February —1903**

Agency.	Amt. of policy revived.	Rank.	Premiums.	Rank.	No of times on Honor Roll.
St. John.....	20,000	1	581.50	1	1
Winnipeg .....	2,000	2	59.20	2	2
London .....	1,000	3	32.70	3	1
Head Office .....	1,000	3	32.10	4	2
Sault Ste. Marie.....	1,000	3	32.10	4	2
Kingston .....	1,000	3	29.20	6	1



# THE IMPERIAL LIFE

## AGENTS NEWS

Vol. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 12

### \$500,000 FOR APRIL.

#### Determination

#### Concentration

Are all that is necessary to enable you to secure your share of April's quota. Bring all these qualities into the battle and make them yield success.

#### Perseverance

#### Hard Work.

### The Imperial Life—Its Past, Present and Future. (Continued)

6—*Plans of Assurance.* No concern, no matter how well organized, could succeed unless the goods which it offered for sale were satisfactory. Realizing this, it was the aim of those in charge to formulate plans which would be sound and attractive. To succeed, a company must be well managed, energetically managed and prudently managed, and it *must have attractive and sound* plans of assurance. That the plans of assurance of The Imperial Life have proved to be entirely satisfactory, is borne out by the unequalled volume of new business continually secured, the small lapse and surrender rate experienced, and the increasing premium income. Those in charge recognized that plans requiring small premiums attract, on the average, a poorer class of risks than plans requiring large premiums—poorer by producing a high rate of mortality, and a high rate of discontinuance. If The Imperial had not sought business from those well able to carry assurance, and advocated investment plans of assurance, conditions would have been materially less favorable to-day than what they are.

Akin to sound and attractive plans is the underlying essential in life assurance of securing an adequate premium rate. Criticisms have been levelled against this Company by our agents and others, that in comparison with other companies' rates, those of this Company were too high. We maintained that for the superior protection and special guarantees afforded, together with the liberal, yet equitable, policy contract, our rates were only reasonable and fair. It was suggested that we should make our rates lower than those of the active competing companies, as many of the new companies had

done, in order to obtain a foothold in the face of keen competition. The Imperial did not do this; it kept its rates a little higher, if anything, than those of most companies, and as a result, attracted a good class of business. Without doubt our policyholders will benefit by that action.

7—*Policy Contract.* To round out the working features of the Company it was important to have, in addition to attractive plans and adequate rates, a proper policy contract. The Imperial's policy contract has received many designations, the "ideal policy contract," the "model policy contract," but what, perhaps, will indicate more thoroughly than anything else the character of our contract, is the fact, that it has been copied practically verbatim by at least two life assurance companies and very closely by a third. The contract was framed with a due regard to the rights and equities of policyholders on the one hand, and the safety of the Company as a whole on the other.

### **Honor Roll for March, 1903.**

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed :—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
A. H. Fair, Halifax, N.S. ....	59,000	1	3,030.35	1	2
Messrs. Stauf & Pattullo, Dawson, Y.T. .	37,000	2	1,898.75	3	2
S. P. Saunders, West Indies. ....	28,000	3	1,741.30	4	2
Dr. D. Lowrey, Toronto, Ont. ....	27,000	4	1,077.20	5	3
J. L. Mancini, Quebec, Que. ....	20,000	5	770.25	6	2
R. E. Brett, Victoria, B.C. ....	17,000	6	590.95	7	1
F. B. Springer, Vancouver, B.C. ....	13,000	7	462.60	9	2
W. C. Gall, Toronto, Ont. ....	12,000	8	528.60	8	1
J. F. Gauvreau, Montreal, Que. ....	11,000	9	309.10	18	1
A. S. Wickware, Ottawa, Ont. ....	10,000	10	399.10	12	1
J. P. Beaudoin, Montreal, Que. ....	9,750	11	405.90	11	3
J. W. W. Stewart, Vancouver, B.C. ....	9,500	12	434.60	10	3
Rev. A. W. Ross, Portage La Prairie, Man.	9,000	13	284.30	20	3
J. Cawley, Brockville, Ont. ....	9,000	13	384.40	13	3
W. A. Gibson, Fredericton, N.B. ....	8,000	15	334.65	16	2
E. Winter, Leamington, Ont. ....	7,000	16	368.10	14	1
C. F. McTavish, London, Ont. ....	6,500	17	236.85	21	3
E. Johnson, Montreal, Que. ....	6,500	17	343.60	15	1
J. A. Robinson, St. Johns, Nfd. ....	6,000	19	314.70	17	2
J. H. Macabe, Toronto, Ont. ....	5,000	20	2,391.95	2	3
W. D. McVey, Toronto, Ont. ....	5,000	20	219.65	22	2
W. A. Bignell, Quebec, Que. ....	5,000	20	304.75	19	1

### **Notes.**

**Congratulations, Mr. Fair,** upon your splendid March business. \$59,000 personal business in one month is a record to be proud of.

**Messrs. Stauf and Pattullo, of Dawson,** have got down to work in earnest, and that work is yielding excellent results.



**Mr. S. P. Saunders, of the West Indies**, is producing good business with a high premium rate. In a recent letter, March 25th, he states: "I am pleased to report that my visit to Antigua has met with magnificent success. I have already exceeded \$40,000 and before I leave on the 28th inst., I hope to run up the total to \$50,000."

**Mr. J. H. Macabe, of Toronto, Ont.**, secured some good single premium policies last month. He has some excellent business under way.

**Nine Imperialites** secured over \$10,000 personal business last month, with an aggregate of \$223,000—a truly magnificent showing.

**The City of Toronto** produced applications for \$160,000, as promised, but some of the policies have not yet been issued.

**Montreal Agency** leads for March, and consequently for the first quarter. Manager E. S. Miller is laying a solid foundation for the attainment of his aim of \$1,000,000 for the year.

**Vancouver Agency** was a large contributor to the March total, and Manager Stewart is to be congratulated.

**Mr. F. B. Springer, of Vancouver**, is producing splendid results.

**Mr. J. L. Mancini** is a hard worker. Not only does he secure a large personal business, but Quebec City, under his management, is a large contributor to Montreal totals.

**Kingston Agency** has produced for the first quarter of 1903, 40% more business than for the same quarter of 1902.

During April we are expecting **Manager Wallace's** agency to make a good record.

**Manager A. S. Wickware, of Ottawa**, secured a nice personal business last month.

**Mr. Geo. R. Hamilton, Manager for Western Ontario**, says he is determined that London shall have a higher place in the "Standing for April."

### Restored Policies.

Honor Rolls for revivals brought about in January and February appeared in the AGENTS' NEWS. Their publication has aroused much interest among Imperial Agents and the results for March are now given.

One or two of our representatives are making records in securing the revival of terminated policies. The Company attaches great importance to the retention of old business, and in some respects the restoration of a terminated policy is more to be desired than the securing of a new application.

### **March—1903**

Agency.	Amt. of policies revived.	Rank.	Premiums.	Rank.	No of times on Honor Roll.
Winnipeg .....	8,000	1	291.20	1	3
Head Office .....	6,000	2	224.65	2	3
Toronto "L" .....	3,000	3	57.30	4	1
London .....	2,000	4	85.60	3	2
Belleville .....	1,000	5	45.20	5	1
Whitby .....	1,000	5	35.60	6	1
Kingston .....	1,000	5	29.00	7	2
St. John....	1,000	5	18.25	8	2

**Mr. Wallace's Agency** heads the Revival's Honor Roll for March; **Mr. Stewart, of Whitby**, secured the revival of a policy which has been terminated for a period of two years.



**Standing of the Agencies for March.**

- |                    |                       |                      |
|--------------------|-----------------------|----------------------|
| 1. Montreal, Que.  | 11. Brockville, Ont.  | Toronto, "K."        |
| 2. Halifax, N.S.   | 12. Kingston, Ont.    | 20. Brampton, Ont.   |
| 3. Vancouver, B.C. | 13. Regina, N.W.T.    | Peterboro, Ont.      |
| 4. Head Office.    | 14. Toronto, "City."  | St. Catharines, Ont. |
| 5. West Indies.    | 15. Newfoundland.     | Toronto, "B."        |
| 6. Toronto, "L."   | 16. York, Ont.        | 21. Brandon, Man.    |
| 7. London, Ont.    | 17. Port Hope, Ont.   | Collingwood, Ont.    |
| 8. Ottawa, Ont.    | Sault Ste Marie, Ont. | Creemore, Ont.       |
| 9. Victoria, B.C.  | 18. Hamilton, Ont.    | Ingoldsby, Ont.      |
| 10. Winnipeg, Man. | 19. Toronto, "A."     | Port Elgin, Ont.     |
| St. John, N.B.     |                       |                      |

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
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AGENTS NEWS

V.L. 4. TORONTO, APRIL 13th, 1903 No. 12

**CONFIDENTIAL**

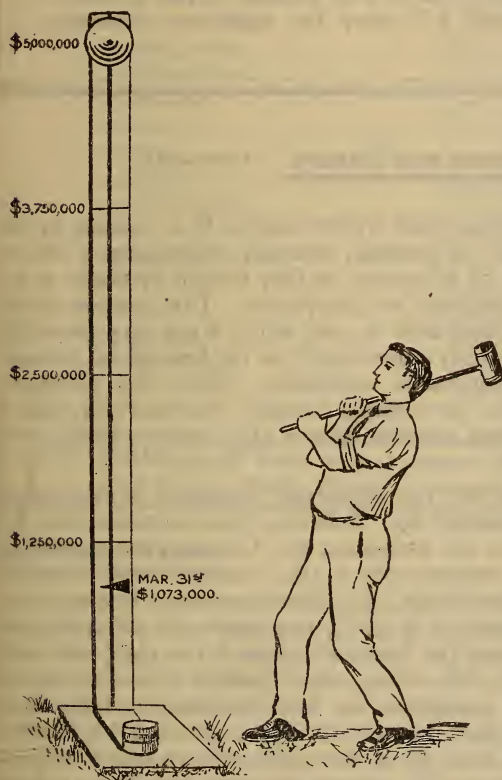
**Standing of the Agencies for the First Quarter.**

- |                    |                           |                          |
|--------------------|---------------------------|--------------------------|
| 1. Montreal, Que.  | 12. Hamilton, Ont.        | Toronto, "A."            |
| 2. Vancouver, B.C. | 13. Toronto, "City."      | 21. Port Arthur, Ont.    |
| 3. Head Office.    | 14. Brockville, Ont.      | 22. Brampton, Ont.       |
| 4. Halifax, N.S.   | 15. Victoria, B.C.        | Port Elgin, Ont.         |
| 5. Toronto, "L."   | 16. Newfoundland.         | 23. St. Catharines, Ont. |
| 6. London, Ont.    | 17. York, Ont.            | 24. Brandon, Man.        |
| 7. St. John, N.B.  | 18. Sault Ste Marie, Ont. | 25. Collingwood, Ont.    |
| 8. Winnipeg, Man.  | Peterboro, Ont.           | 26. Durham, Ont.         |
| 9. Ottawa, Ont.    | 19. Toronto, "K."         | Creemore, Ont.           |
| 10. Kingston, Ont. | 20. Regina, N.W.T.        | Ingoldsby, Ont.          |
| 11. West Indies.   |                           |                          |

# THE IMPERIAL LIFE

## AGENTS NEWS

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### Strike Hard.

Probably every Imperialite has some time or other practically tested his strength like the man in the accompanying illustration. He has felt the pride and pleasure of "ringing the bell" when others have failed—an exhilaration in the successful result of a great effort.

This illustration exactly indicates the position of The Imperial to-day, with the exception that instead of one man, every Imperialite is putting his strength into the mallet which is sending the indicator up. We have undertaken to put \$5,000,000 weight into our blows—to ring a gong that no other Canadian company has ever rung.

Will we be successful? That depends upon how hard a blow we strike each month, each week, each day. It depends upon how united, how concentrated and how constant our effort is. Every application means a blow, and every blow sends the indicator nearer to the gong.

A weighty blow was struck in March, but the indicator did not quite reach the quarter mark. To be exact we are \$177,000 short of the amount that we should have registered on the 31st March last. Let every Imperialite grasp the mallet with both hands this month and put such strength and concentration into his blows that the \$500,000 aimed at for April will be recorded by the 30th inst.

## **The Bugle Call.**

### **10 Days Untiring Response.**

During the last ten days of April it is necessary that every Imperialite, from the Atlantic to the Pacific, shall canvass as he has never done before *to redeem the \$500,000 quota for April.* Two-thirds of the month has passed and we have not yet reached two-thirds of our aim.

The only way in which this aim can be accomplished is by each Imperialite answering the bugle call for duty every morning, and devoting his best abilities to the accomplishment of some definite result that day. When Imperialites are "*put to it*" they can accomplish anything. This has often been proved. Let each one of us respond to the "Bugle Call" promptly and enthusiastically on each morning of the next ten days and prove again that "*when we aim we strike.*" Use every tactic and strategy to gain ground—to gain ground daily, so that April will show the usual and necessary 25% increase.

## **The Imperial Life—Its Past, Present and Future.** (Continued)

8—*Bases of Reserves.* The last item, which will be referred to as relating to our past and which has materially added to our prestige, strength and success, is the reserves maintained to meet the policies of assurance, as they mature by death, or by completion of the endowment or accumulative surplus period. The question of the maintenance of proper reserves in life assurance is one which is not very generally understood, and one which is not sufficiently appreciated in the light of the tremendous obligations which life assurance companies undertake. When this Company made its first report to the Government, not a single company was reserving upon a 3½% interest basis; the majority of them reserved upon a 4½% interest basis.

I need not tell you that the lower the rate of interest employed in calculating reserves, the greater will the reserves amount to. Believing that unquestionable security was the supreme consideration in life assurance, the Company determined to calculate and maintain all of its policy reserves upon a 3½% interest basis; notwithstanding that the Insurance Act permitted that a 4½% interest rate could be employed. The employment of the 3½% rate instead of a 4½% rate made the policyholders' security from 12% to 14% greater. Since The Imperial adopted the 3½% rate, and perhaps influenced by its judicious and safe action, the Canadian Government has amended the Insurance Act so that all companies are now compelled to value their new assurance contracts issued on and after January 1st, 1900, upon a 3½% interest basis. The amendment also requires that all of their old policies issued prior to January 1st, 1900, shall be valued upon a 4% interest basis not later than 1st January, 1910, and upon a 3½% interest basis not later than 1st January, 1915. The wisdom of The Imperial's action in 1897, in commencing to value its policies on a 3½% interest basis, is strikingly shown when the requirements of the Act just referred to are considered. Those companies which are upon a less favorable reserve basis than The Imperial's standard will be compelled to deplete their "surplus account," in order to bring their reserves up to the higher standard, and this, of course, means a re-adjustment, on a less favorable basis, of dividends to policyholders.



## **Life Assurance in Canada in 1902.**

*(See page 32 of Abstract of Government Reports)*

The following table is extracted from the official returns of life assurance companies in Canada to the Dominion Government—the only change being that the companies are ranked according to volume of business secured. The Imperial's entire new business for 1902 was \$4,127,642, but from this amount the Government requires that the amount of policies re-insured and policies "not taken" shall be deducted.

Company.	Amount.	Rank.
Canada .....	4,521,713 .....	1
Mutual of Canada .....	4,181,040 .....	2
<b>IMPERIAL .....</b>	<b>3,928,124 .....</b>	<b>3</b>
Sun .....	3,793,829 .....	4
North American .....	3,714,384 .....	5
Manufacturers .....	3,631,095 .....	6
Confederation .....	3,236,603 .....	7
Great West .....	3,098,450 .....	8
Federal .....	2,614,437 .....	9
National .....	1,405,535 .....	10
Excelsior .....	1,266,408 .....	11
Royal Victoria .....	1,228,000 .....	12
Home .....	1,216,303 .....	13
Continental .....	1,170,128 .....	14
Crown .....	1,156,000 .....	15
Northern .....	1,035,387 .....	16
Dominion .....	896,835 .....	17
London .....	676,180 .....	18
Union .....	81,400 .....	19

**Five Millions of New Assurances this year will Undoubtedly put us in First Place. Are you Doing your Share?**

### **Unceasing Effort.**

It pays to make an unceasing effort to do a regular business. The life assurance man is his own employer, yet many assurance men work less faithfully for themselves than they would work for some one employing them. While it is a fact that even with the most regular, systematic work some months will exceed others, your aim should be month by month to do a certain amount of business, and certainly to put forth the same effort every month, except during the vacation that the hard working assurance man needs each year. An agent who shows a record of \$20,000 of business one month and \$2,000 the next and \$24,000 the next, and perhaps nothing the fourth, is not doing the systematic, regular work that perhaps he would do were he working for some one else. This is all wrong. Many of our most successful agents make an effort each month to surpass the record of the preceding month, and by so doing are far more likely to succeed than if they did not make such an effort.

**Don't Talk Life Assurance — Write Applications.**

## Notes.

**Mr. A. N. Reid** has joined the field staff as District Agent for the Counties of Hastings and Prince Edward, with headquarters at Belleville. Mr. Reid is an old Imperialite, having represented the Company at London, Ont., some four years ago, and it is with pleasure that we welcome him back again. Belleville agency will soon be heard from.

**Mr. D. H. Booth, of Guelph, Ont.,** is getting his agency on a good producing basis.

**Mr. T. M. Scott, of Calgary, N.W.T.,** joined The Imperial's ranks on April 1st as Special Agent for Mr. J. W. W. Stewart.

CONFIDENTIAL

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# THE IMPERIAL LIFE AGENTS NEWS



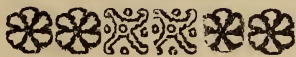
THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

**Mr. Geo. R. Hamilton, of London, Ont.,** writes: "I have succeeded in securing another Bank Manager as representative, and hope to get some good business through his influence in the near future." Mr. Hamilton has a number of Bank Managers working for him with almost uniform success. We have several times tried to impress upon our district representatives the advisability of securing Bank Managers as local agents, and take this opportunity of again bringing the matter to their attention.

**Mr. A. H. Fair, of Halifax,** has associated with the Nova Scotia staff Mr. J. C. Gass, of Shubenacadia, F. A. Verge, of Halifax, and Mr. Geo. R. Smith, of London derry. These gentlemen are accorded a hearty welcome.

**Mr. H. A. Raney, of Kingston,** a recent addition to The Imperial's staff, is proving himself a veteran producer.

# THE IMPERIAL LIFE



# AGENTS NEWS

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Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 14

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**Hon. Sir Oliver Mowat, K.C., LL.D., G.C.M.G.**

*Lieutenant-Governor of Ontario.*

*President, The Imperial Life Assurance Company of Canada.*

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Upon the 1st Vice-President, Mr. A. E. Ames, announcing, at a Meeting of the Board of Directors, held on the 20th April, the death of the Company's President, the following resolution was unanimously adopted :

Moved by Hon. S. C. Wood, seconded by Mr. A. E. Kemp, M.P.

"That it is with feelings of sincere regret and sorrow that the Board receives the announcement of the death of the Hon. Sir Oliver Mowat, who, since the organization of the Company, has been its President.

"Sir Oliver took a deep and an earnest interest in the Company's welfare, and when not prevented by state duties or illness, was present at its meetings. His kindly and courteous manner greatly endeared him to his colleagues ; his excellent advice and sagacious counsel were always pregnant with that which was in the Company's best interests, while the high esteem and regard commanded throughout the Dominion, by his uprightness of character and faithfulness to trust, proved a tower of strength to the institution over which he presided."



## SIR OLIVER MOWAT, K.C., LL.D., G.C.M.G.

In the death of Sir Oliver Mowat, Canada has lost one of her noblest and best citizens, Ontario her grandest statesman, and the Imperial Life its greatly honored and revered president.

### Sketch of His Career.

Sir Oliver was born in Kingston, Ontario, 22nd July, 1820. He came of Scotch Presbyterian stock, being one of the Mowats of Bucholie, Caithness-shire, the owners and restorers of the ancient Viking Castle in Scotland. His father, John Mowat, was one of Wellington's veterans in the Peninsular War, and came to Canada in 1816. Sir Oliver was educated at the old Kingston Grammar School, and was a schoolmate of the late Sir John A. Macdonald. He entered Mr. Macdonald's office and commenced to study law in 1837, remaining there four years; completed his studies in Toronto and was called to the bar in 1841 at 21 years of age; practiced for a short time in Kingston, then followed his profession in Toronto. In 1846 he married Jane, second daughter of the late John Ewart of Toronto. Mr. Mowat was regarded as the leader of the Chancery Bar, many of the cases which he argued being still quoted as authorities on subjects of equity jurisprudence. In 1856 he was made a Queen's Counsel, and shortly afterwards became a Bencher of the Law Society. From 1856 to 1859 he served on a special committee to consolidate the public general statutes of Canada and Upper Canada respectively, and later was appointed a Commissioner for the consolidation of the Statutes of Ontario. In 1857 he was elected an alderman of the City of Toronto, and the following year was returned as Member of Parliament for South Ontario, and continued to represent that constituency until 1864. On the defeat of the Macdonald-Cartier Government in 1858, he entered the new Cabinet formed by Messrs. Brown and Dorian, as Provincial Secretary. In 1863 he became Postmaster General in the Sandfield Macdonald Administration, while in the following year he was one of those chosen to enter the Coalition Government of Sir E. P. Tache, as one of the representatives of the Liberal Party of Upper Canada, his associates being Hon. Geo. Brown and Hon. Wm. Macdougall. This was for the purpose of bringing on the union of the Provinces of British North America. He was known as one of the Fathers of Confederation, having been a member of the Union Conference in Quebec in 1864, and having materially assisted in the preparation of the constitution under which Canada is now governed.

In 1864 he became a Vice-Chancellor of Ontario; in 1872 he was called from the Bench by the then Lieutenant-Governor, to succeed Hon. Edward Blake as Premier of Ontario, occupying at the same time the offices of Attorney-General, and President of the Council. He continuously held the Premiership until 1896,—24 years,—the longest continuous term of office as Premier ever accorded to any public man by the people of any province, colony or division of the British Empire.

One of Sir Oliver's greatest battles was to maintain the integrity of Provincial rights. To do this he had to combat Sir John A. Macdonald, who, although he accepted confederation readily enough, once that was accomplished his efforts were turned toward denuding the Provinces of their powers and vesting them in the central Government. Appeals in this connection were taken to the Privy Council, where the contention of the Province was successively upheld in the following well-known cases:—the insurance case, the escheats case, rivers and streams case, liquor license case, boundary award, Indian titles case and the fisheries question.

In 1896 he left provincial politics, and greatly assisted Sir Wilfred Laurier in carrying the Dominion elections. In the Laurier Government he was appointed Minister of Justice. The following year, 1897, he was appointed Lieutenant-Governor of Ontario, Honorary President of the Canadian Bar Association, and President of The Imperial Life Assurance Company of Canada.

Sir Oliver has held many positions of honor and trust, and received numerous recognitions of his fidelity and worth. He was President of the Canadian Institute of the Evangelical Alliance of Ontario; Vice-President of the Upper Canada Bible Society. In 1872 Queens conferred the degree of LL.D. upon him and in 1899 Toronto University did likewise. He was Presiding Officer of the Quebec Inter-Provincial Conference in 1887; in 1893 Chairman of the Ottawa Reform Convention. In 1892 the late Queen created him a Knight Commander of the most distinguished Order of St. Michael and St. George; in 1897 he was promoted to be a Knight Grand Cross of the same Order.

### Some Tributes to Sir Oliver.

#### Sir Wilfred Laurier.

"Brown had conceived the idea of Confederation; Macdonald had brought it to effect; but Mowat had given it its character. \* \* \* He had had a remarkably successful career. Like Wellington, he had seldom met reverse and never lost a battle."

#### Hon. G. W. Ross.

"And lastly, I shall say of this distinguished statesman that he was conspicuous to those who knew him intimately as a man of exceeding great strength of character. Under that mild exterior there was the force of a giant. That soft and gentle grip of the hand at times was a grip of steel. That smile, scarcely ever absent, sometimes covered a resolute heart, filled, always filled, when required, with determination and courage. He could ridicule without malice, as we know; he could argue without resentment. There was no phase of character which he could not represent in its best form. His patience under trial was far above the ordinary, and above all, and over all, there was that conscious devotion to duty which never forsook him, whether it was in dealing with private legislation, or whether it was when leading his followers. The party has lost a great leader, the country has lost a great man. While the history of this country is read, while the institutions of our country are being studied in the formative character, there is no doubt in my mind that the work which he did and the place which he filled will for many years to come be considered as one of the most important places filled by any Canadian. His strength was in his sincerity. As it was said of Sir Galahad: "His strength was as the strength of ten, because his heart was pure."

#### R. L. Borden, M.P.

"His success had been the greater because he had left behind him an honorable name, absolutely unstained."

#### Chancellor Boyd.

"He was first in point of noble character and genuine personal worth. He had profound conviction of truth, in its deepest and highest aspects, and by virtue of these his course was shaped. \* \* \* He did his duty thoroughly, he served his country faithfully, and he leaves the record of an upright life."

#### Judge Winchester.

"Sir Oliver was an able and a loveable man, and held the confidence of the people more than any public man the country has yet produced. \* \* \* He was always a zealous, conscientious worker, and his life is an example to every young man of to-day."

#### Chief Justice Moss.

"We knew him as a lawyer and a judge, and his judgments still remain to help his brothers of the benches, the lawyer and the student, while the result of his life's work is in itself a tribute to his memory."



### **Mr. Justice Britton.**

"A man of scholarly attainments, a faithful friend, a Christian gentleman; Canada mourns the loss by his removal, but Canada is much richer and better by his life, and especially by his having been granted a life full of years and in full possession of all his faculties."

### **Judge Hodgins.**

"He was always straightforward and fair-minded, and I have known him when he was a politician and I was a politician, to refuse a policy he felt that would not be in the public interests, and therefore in the propositions that he brought forward I felt all the stronger confidence in his leadership, as he was during the whole time of my service in parliament my leader."

### **Principal Caven.**

"All knew that he was conscientious and faithful in the discharge of duty, and that he would not do injustice either to those who acted with him or to those whose party allegiance was different from his. His sense of right he must consult first of all, and by this must he be guided. In this determination to do what he deemed right he will ever be ranked with such men as Robert Baldwin and Alexander Mackenzie."

### **Chief Justice Sir Elzer Taschereau, of the Supreme Court of Canada.**

"He was a model in private, as in public life. Not a blemish will be found in his long career by those whose duty it will be to transmit the history of it to posterity."

### **The News, Toronto.**

"A remarkable career has closed in the death of Sir Oliver Mowat. For nearly half a century he had a conspicuous place in the public life of the country. In its unbroken success his career has no parallel in British history. He had an intimate acquaintance with the details of every question discussed, and every measure submitted to the Assembly, and was seldom forced to retreat from any position he had once deliberately occupied."

### **The Star, Toronto.**

"The great secret of Sir Oliver Mowat's success was his efficiency. He was a hard worker, careful and cautious, and he treated every man he met with the utmost consideration."

### **The Mail and Empire, Toronto.**

"Loyal to the core, cautious and conservative in his administration, convincing on the platform and honorable in all walks of life, Sir Oliver was a forceful and attractive leader. His work speaks for him, and he leaves us, to be numbered among the great men Canada has known."

### **The Globe, Toronto.**

"But greater than his services to law reform, more important than his contribution to legislation, more enduring than his achievements in constitutional government, the life and example of Sir Oliver Mowat have been a power making for the elevation and the clarifying of political morality. Mr. Mowat had a quenchless enthusiasm, an integrity of character nothing could corrupt, and a capacity for service no task could appal."



# THE IMPERIAL LIFE



## AGENTS NEWS

Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 15

### THE MAY CAMPAIGN.

#### \$500,000 FOR MAY.

Every Imperialite is counted upon to do his very best to make May a \$500,000 month.

April was an "off" month with our agency force. Perhaps the advent of Spring spread a listlessness over our representatives—robbed them of some of the energy that was so markedly evident during March. In any event, April business showed a decided "falling off" compared with previous months this year.

While this was extremely disappointing, we feel that there is nothing to be gained in "crying over spilt milk." If April did not show up well, the only remedy is to make it up in May.

In many respects, the May, 1903, campaign should be one of the greatest of the whole year. The agricultural outlook is excellent; business is even more flourishing than anticipated, and everything points to a realization of the expected continuation of the "good times."

Be sure that you reap your share. Don't sit down and hope for the best. Get out and hustle. Make success come to you. It is bound to come through hard and conscientious work.

Don't sit down and dream about what you are going to do, but get out and approach any business man in your community who is respectable; get his attention, get an audience, and then go in and get his application.

## Life Assurance in Canada in 1902.

### ASSETS OF CANADIAN LIFE ASSURANCE COMPANIES.

(Government Report, 1903, page 36).

The following table, deduced from the Abstract of Government Reports for the year 1902, gives the percentage of assets of each company invested in the different classes of securities:—

Company.	Real Estate	Loans on Real Estate	Loans on Collaterals	Policy Loans	Stocks, Bonds and Debentures	Cash	Agents' Balanc's	Due and Accrued Interest	Outsta'd'g and Deferred Premiums.	Other Assets
Canada .....	6.17	14.06	9.91	11.56	53.34	1.65	None	1.24	2.07	None
Confederation.....	16.45	39.89	1.01	10.93	25.64	1.36	None	1.56	2.98	.18
Continental.....	None	12.96	None	.04	57.34	15.36	.92	.77	8.33	4.28
Crown .....	None	None	None	None	55.96	16.21	9.71	None	16.44	1.68
Dominion.....	None	64.91	None	3.16	24.43	.58	.15	2.34	4.29	.14
Excelsior.....	2.62	69.29	.05	5.12	9.43	1.73	1.00	1.62	7.42	1.72
Federal.....	3.87	40.41	2.78	14.19	22.60	6.62	.36	1.25	7.53	.39
Great West.....	None	77.14	.06	5.39	7.32	.45	.32	2.21	6.64	.47
Home.....	22.70	8.12	.33	35.16	13.91	6.88	2.16	5.35	4.82	.57
<b>Imperial.....</b>	<b>None</b>	<b>29.09</b>	<b>.26</b>	<b>1.52</b>	<b>51.77</b>	<b>6.05</b>	<b>None</b>	<b>.99</b>	<b>9.64</b>	<b>.68</b>
London.....	.43	77.40	.90	4.67	11.00	.25	None	2.69	2.28	.38
Manufacturers.....	1.05	22.66	5.85	7.46	55.28	1.72	.13	1.35	4.90	.20
Mutual, of Canada..	1.02	46.49	.11	11.04	35.55	.45	.003	1.847	3.49	None
National.....	None	None	None	.62	71.45	8.38	3.45	.37	15.24	.49
North American....	8.07	21.36	7.02	6.26	50.62	1.78	None	.76	3.97	.16
Northern.....	None	33.17	None	.60	44.68	4.06	4.87	.73	10.50	1.39
Royal Victoria.....	None	None	21.66	1.46	56.92	5.76	2.89	.27	10.29	1.35
Sun.....	8.89	21.99	1.26	8.04	53.71	1.89	None	1.49	2.44	.29
Union.....	None	None	4.74	.08	50.36	23.35	5.69	.86	.96	13.96
<b>Average for all Companies</b>	<b>6.77</b>	<b>26.69</b>	<b>4.89</b>	<b>9.58</b>	<b>45.11</b>	<b>1.91</b>	<b>.12</b>	<b>1.42</b>	<b>3.29</b>	<b>.22</b>

A study of this table in conjunction with the 1st Vice-President's remarks regarding The Imperial's assets contained in the last Annual Report, will be of interest. Note particularly the following:

- 1—The Imperial owns no "Real Estate" acquired by foreclosure of mortgage or otherwise. It is an asset that a life company endeavors to avoid, inasmuch as the return is usually very small.
- 2—"Loans on Real Estate" is an asset looked upon with great favor when a good margin of security is held. The Imperial has loaned on the average only 36% of the value of the properties mortgaged.
- 3—"Loans on Collaterals" and "Loans on Policies." The security held comprises Bank Stocks and the Company's policies, the total value of which is over 250% of the amount loaned.
- 4—"Stocks, Bonds and Debentures," composed mainly of Government and Municipal bonds and debentures and Bank stocks, is a class of asset which is generally admitted to be one of the best, so far as security is concerned. In the case of The Imperial the market value of this asset is considerably greater than the value at which it is held. It will be noted that over one-half the Imperial's funds are thus invested.

5—"Cash on Hand and in Banks,"—an unquestionable asset.

6—"Agents' Balances"—an asset which has been rigorously excluded from the Imperial's balance sheet. This asset is universally admitted to be of a very doubtful character.

7—"Interest and Rents due and accrued." It will be noted in the 1st Vice-President's remarks that a large part of the interest due was paid shortly after the close of the year, leaving the amount outstanding less than  $\frac{1}{4}$  of one per cent. of the Company's assets. The smallness of this amount is one of the strongest evidences of the sterling character of The Imperial's assets.

At the last Annual Meeting, Mr. Ames said: "In concluding this review of assets, I am able to say, unreservedly, that there is not a single investment which is causing the Directors the slightest anxiety."

The average rate of interest earned by The Imperial in 1902 was 5.92%. Probably this was not exceeded by more than one life company—Canadian, British or American. Absolute security first, with due regard for profitable return, has always been the policy of the management.

### **The Imperial Life—Its Past, Present and Future.** (Continued)

9. *Present*—The steps taken to securely and thoroughly establish the Company, viz., Substantial Capital; Influential Directorate; Largest Government Deposit; Strong Reserves; Attractive Plans; Adequate Premiums; and a Proper Policy Contract, could hardly have failed to meet with material success. The foundations laid so well, so deep and so strong, were worthy of a noble edifice. That the structure thus far reared has been, in some measures at least, in keeping with the ideal, is evidenced by the results accomplished and reported at successive intervals to your Directors and to the Government, as follows:—

Year. Jan. 1st.	Gross Premium Income.	Interest Income, etc., from Investments	Total Income.	Reserves.	Assets.	Total Assurance in Force.
1899	\$169,288	\$12,464	\$181,752	\$180,761	\$677,062	\$4,169,125
1900	317,758	24,906	342,664	434,112	930,443	7,142,625
1901	319,860	36,273	356,133	597,488	1,102,092	9,226,350
1902	395,170	53,502	448,672	798,785	1,344,128	11,236,700
1903	482,326	81,178	563,504	1,102,531	1,660,777	14,037,444

The foundation work was undoubtedly skilfully and ably planned and laid, but with equal skill and care has the edifice continued to be erected, and to no one more than to you, gentlemen, faithful, loyal and persevering builders, and to many who are not with us to-day—is credit due for the results accomplished. In this connection it is gratifying to note that the new business for the first three months of 1903 shows an increase of 25% over the business for the first three months of last year and the increase in the other departments has been proportionate. If this rate of increase is maintained, 1903 will be by far the most successful year in the history of the Company.



## Large Insurances.

Two million dollars is now the insurance value placed upon the life of L. Rodman Wanamaker, son of that merchant prince, John Wanamaker. This makes him probably the most heavily insured man in the world, barring King Edward VII. Mr. Wanamaker, Sr., is close behind with \$1,500,000 and John M. Mack has \$1,250,000 of which \$1,000,000 was recently placed.—*Insurance Press.*

## A Good Policy.

Mr. A. McN. Shaw, Provincial Manager at St. John, N.B. was successful in securing, with some assistance from Mr. W. A. Gibson, of Fredericton, a \$40,000 application during April on the life of a prominent lumber merchant in New Brunswick. This is the kind of business that builds up an agency. Congratulations, Mr. Shaw, upon securing the largest application for the month.

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
LIFE  
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## Restored Policies.

It is most gratifying to the Company, and must be to the Agent, to have a terminated policy revived, and we are pleased to record below the success of our representatives for April.

Unremitting observation and study of the reasons for and causes of lapses in your territory, should furnish you with ammunition which, properly used, will ultimately bring success to your efforts to keep down your lapse ratio.

See that your name appears among the successful agents for May.

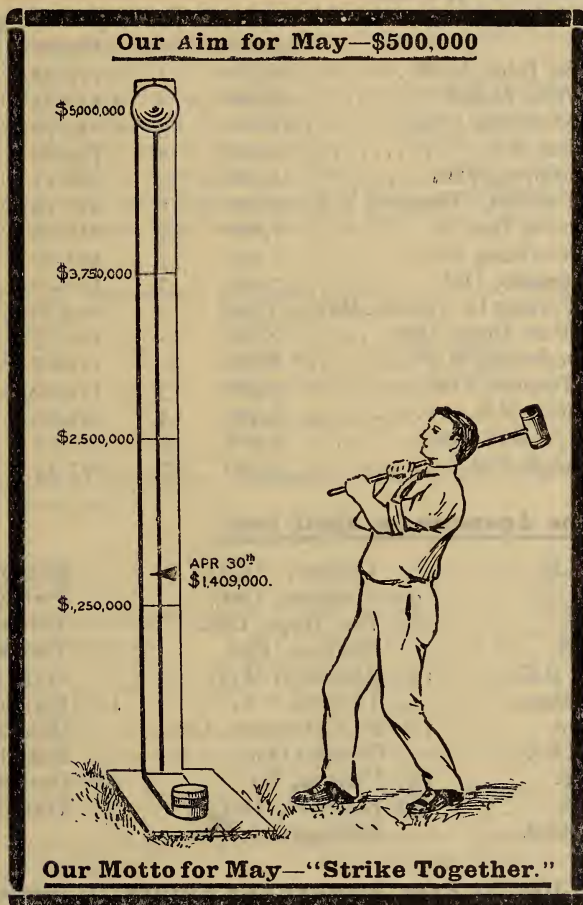
### April—1903.

Agency.	Amt. of Policies Revived.	Rank.	Premiums.	Rank.	No of times on Honor Roll.
Winnipeg .....	9,000	1	274.90	1	4
Vancouver .....	6,000	2	197.50	2	2
Ottawa .....	3,000	3	99.45	3	2
London .....	3,000	3	88.65	4	3
Brighton .....	1,000	5	29.60	5	1
St. John .....	1,000	5	29.45	6	3
Head Office .....	1,000	5	23.90	7	4

# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 16



It is my confident belief that nothing will tend so much to make May yield \$500,000 as combined effort—steady, persistent, concentrated effort—on the part of every Imperialite. If every representative of the Company will make a conscientious strike during May, I can see no reason why \$500,000 should not be ours.—T. B.

## Hard Strikers for April, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed :—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
A. McN. Shaw, St. John, N. B. ....	41,500	1	1,773.35	1	2
S. P. Saunders, West Indies. ....	23,000	2	1,242.85	2	3
J. P. Beaudoin, Montreal, Que. ....	18,000	3	1,045.70	3	4
A. H. Fair, Halifax, N.S. ....	14,000	4	759.80	4	3
J. S. Wallace, Winnipeg, Man. ....	13,500	5	386.55	7	2
Messrs. Stauf & Pattullo, Dawson, Y.T.	10,000	6	410.75	6	3
J. Cawley, Brockville, Ont. ....	7,000	7	210.25	10	4
H. P. Lindsay, Peterboro, Ont. ....	7,000	7	201.40	11	2
J. H. Macabe, Toronto, Ont. ....	7,000	7	422.40	5	4
Rev. A. W. Ross, Portage La Prairie, Man.,	7,000	7	294.40	8	4
H. S. Rosevear, Port Hope, Ont. ....	6,000	11	169.85	14	1
H. L. Grant, Woodstock, N.B. ....	6,000	11	170.05	13	1
H. B. Andrews, Toronto, Ont. ....	5,500	13	132.20	16	2
A. S. Hood, Halifax, N.S. ....	5,500	13	195.90	12	1
J. F. Gauvreau, Quebec, Que. ....	5,000	15	142.00	15	2
D. H. Booth, Guelph, Ont. ....	5,000	15	227.35	9	1

## Standing of the Agencies for April, 1903.

1—St. John, N.B.	Toronto, "City."	Newfoundland.
2—Montreal, Que.	9—Kingston, Ont.	Port Elgin, Ont.
3—West Indies.	10—Port Hope, Ont.	Toronto, "K"
Halifax, N.S.	Brighton, Ont.	Toronto, "L."
4—Vancouver, B.C.	11—Regina, N.W.T.	York, Ont.
5—Winnipeg, Man.	Toronto, "A."	15—Brandon, Man.
6—London, Ont.	12—St. Catharines, Ont.	Hamilton, Ont.
Peterboro, Ont.	Guelph, Ont.	Waterloo, Ont.
Head Office.	13—Victoria, B.C.	15—Durham, Ont.
7—Ottawa, Ont.	14—Belleville, Ont.	Toronto, "B."
8—Brockville, Ont.	Collingwood, Ont.	

## The Imperial Life—Its Past, Present and Future. (Continued)

10—Results. Comparisons are, of course, out of place when used for the purpose of belittling a competitor, but when employed for the purpose of instruction they are useful. They are now introduced for the latter purpose only.

The following table gives the time in its history when each of the following six companies, being the oldest and largest, had the following items equal to The Imperial's figures as at 31st Dec., 1902. They are referred to by number in order that no offence may be given.



		Premium Income.	Assets	Assurance in force.
Number 1.	between years	30—31	(not available)	29—30
" 2.	"	15—16	14—15	14—15
" 3.	"	21—22	19—20	20—21
" 4.	"	11—12	11—12	11—12
" 5.	"	13—14	11—12	12—13
" 6.	"	18—19	17—18	18—19

Comparisons have been instituted with 6 companies only; there are several others the Imperial's senior according to age, but not according to results.

In considering these figures we must not overlook the fact that conditions years ago were entirely different from what they are to-day; but taking this into consideration, it is perhaps very doubtful, even if the conditions had then been what they are now, whether any one of the companies named would have exceeded The Imperial's record. Perhaps this may appear a remarkable statement to make, but let us see what basis there is for it. The Imperial issued its first policy in October, 1897, and at the close of 1902 had been in existence 5 years and 3 months. Shortly before The Imperial commenced, two other life assurance companies were established, and since that date three other life companies have come into the field, as follows:

Company No. 1,	commenced 9 months before	.....	The Imperial.
" No. 2,	" 1 month	"	"
" No. 3,	" 1 year and 9 months after	"	"
" No. 4,	" 2 years and 1 month	"	"
" No. 5,	" 3 years and 11 months	"	"

Let us mass the results of these five companies, and compare them with the results of The Imperial's operations:

THE IMPERIAL.	FIVE COMPANIES.
1—One management; one organization; one expense of management.	Five managements; five organizations; five expenses of management.
2—Period of existence at end of 1902—5 years and 3 months.	Total period of existence at end of 1902—19 years and 5 months.
3—Premium income in 1902—\$482,326.	Total premium income in 1902, \$468 841
4—Interest income in 1902—\$71,952.	Total interest income in 1902—\$24,263.
5—Amount of assurance in force at end of 1902, \$14,037,444.	Total amount of assurance in force at end of 1902, \$14,118,750.
6—Assets at end of 1902—\$1,660,777.	Total assets at end of 1902, \$1,203,581.
7—Policy reserves at end of 1902—\$1,102,531.	Total policy reserves at end of 1902—\$753,416.
8—Net surplus at end of 1902, including special reserve for suspended mortality, \$95,553.	Total impairment of capital at end of 1902, \$305,248.

## Sparks

**St. John Agency** managed to make the running too fast for Montreal during April, and ousted that agency from the leadership for the first time this year. The results of Mr. Shaw's personal efforts were largely responsible for this, as he also leads the Honor Roll by a goodly margin.

**Mr. S. P. Saunders, of the West Indies**, had a good April. He paid a visit to the Head Office this week, and says that prospects for business were never better.

**Only Sixteen Names** on the Honor Roll this month. What is the matter?

CONFIDENTIAL

V. L. 4. TORONTO, May 11th, 1903 No. 16

# THE IMPERIAL LIFE AGENTS NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

**Mr. R. W. Day**, our local representative at Nelson, has taken charge of northern Alberta for the Company, with headquarters at Edmonton. Mr. Day has secured some large policies for The Imperial in the past, and we expect that he will make a decided success of our work at Edmonton.

**Mr. J. C. Cass, of Shubenacadia, N.S.**, is proving himself a regular Imperialite. We anticipate a high position on the Honor Roll for May, Mr. Cass.

**Mr. Horace Mansell** has taken up our work at Ottawa, and if his first results are any indication, Mr. Wickware has secured a valuable lieutenant.

# THE IMPERIAL LIFE AGENTS NEWS

Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 17

## S T R I K E T O G E T H E R

The May business thus far shows an increase over the business for the same period of May, 1902—not a very great increase—but still the applications are coming in fairly well. Representatives whom we did not hear from at all during April have taken a strong hand in the May campaign and Imperialites all over the field have realized that

## S T R I K E T O G E T H E R

is a motto for success. ¶ In making \$500,000 our aim for May, we felt there was every prospect for success. A number of our representatives had indicated a most hopeful outlook—many of our veteran producers met with reverses in April and consequently they could, in our opinion, be relied upon to make up the deficiency in May, and in taking

## S T R I K E T O G E T H E R

for the watchword, it was felt that every Imperialite would “buckle on his armour” and go forth determined to have some share in the campaign. ¶ Have you personally, taken a hand in the May campaign? Have you struck the indicator this month? We count upon you, Mr. Imperialite, to take your share of the work during the present month, as undoubtedly the greatest results will be obtained if we

## S T R I K E T O G E T H E R



## **The Imperial Life—Its Past, Present and Future.** (Continued)

11—*The Future.* Just a word about the future. With such a past and such attainments, the future of The Imperial Life is not only assured, but the Company gives promise of being one of the great financial institutions of Canada. With all the prospective and real advantages before us, and with the experience of what has been accomplished under favorable conditions by life insurance institutions, coupled with an earnest determination on the part of each person associated with the Company to make The Imperial Life, not simply one of the Canadian companies, but THE LIFE ASSURANCE COMPANY OF CANADA, I know of no reason why you and I may not be here to see this an accomplished fact. This is what we confidently believe the future has in store for us—let us make it our goal.

### **Possessed Fortunes—Died Penniless.**

A report from New York states that Col. Asa Philip Stanford, who died during the past week, died penniless and in want. Col. Stanford was a brother of the late multi-millionaire, Leland Stanford, of California, who left him at his death a legacy of \$100,000—\$80,000 of which was used to pay old debts. He is survived by a widow.

Col. Stanford was at one time president of the Central Pacific Railroad, and has made and lost several fortunes during his career. During old age—being 82 years old when he died—he was reduced to poverty and felt bitterly the hardships of the lack of provision for such a time.

What a lesson for the life insurance solicitor! Had this man been persuaded, or been possessor of the sense of duty which warns a man to provide in the days of plenty for future emergencies, how much better and happier his declining years would have been spent! Men suddenly becoming possessors of a great amount of wealth are apt to picture their future pathway as being strewn with roses, not stopping to realize that it is much easier to fritter a fortune away than it is to accumulate one.

The purchase of an annuity would insure a permanent income for life and thereby ward off the possibility of want in old age. A short term endowment would have afforded a bright spot in the closing days of the life referred to, whilst a paid-up policy would have proved a boon to the widow, who is probably now left in destitute circumstances.

There is no use, however, in dwelling upon this particular case. There are hundreds and thousands to-day following the same pathway, a larger number on a smaller scale. There is a risk attached to every life. Some one carries it. If it is not insured, then the wife and children are carrying the risk of the bread winner, and some day, sooner or later, may be called upon to make good that which he failed to do. No doubt if he could but look upon the picture at such a time, his face would blush with shame at the indignities and hardships which he had subjected his family to all through selfishness and indifference.

Such occurrences should, we think, spur the life underwriter on to greater efforts and achievements, inasmuch as there could be nothing nobler or more praiseworthy than saving a man from falling into such an awful position.—*Insurance World.*

**Prominent Policyholders.**

We are pleased to give in this issue of the News a further list of prominent policyholders who have taken out policies since the date of our last publication, March 2nd, 1903. The length of the list; the representative names contained therein; and the size of the policies indicate both the high regard of the Canadian public for The Imperial Life, and the splendid producing power of Imperial representatives.

Allan R. Macdonnell.....	Contractor.....	Montreal, Que.....	\$10,000
Roch Lanctot.....	Merchant.....	St. Constant, Que...	5,000
John F. Uren.....	Physician.....	Toronto, Ont.....	5,000
Thomas J. Walsh.....	Merchant.....	Halifax, N.S.....	6,000
Louis J. Belleau.....	Merchant.....	Quebec, Que.....	10,000
Hon. Walter H. Montague.....		Toronto, Ont.....	10,000
Alfred E. Smith.....	Dry Goods Merchant..	Halifax, N.S.....	10,000
Charles C. Chataway.....	Director of Surveys..	Dawson, Y.T.....	10,000
M. J. G. d'Aigneaux.....	Manager, Fur Co.....	Quebec, Que.....	10,000
Alexander G. Hesslein.....		Halifax, N.S.....	5,000
Robert Gass.....	Lumber Merchant.....	Shubenacadia, N.S..	10,000
Arthur Simard.....	Student.....	Quebec, Que.....	5,000
Frank L. Patten.....	Manufacturer.....	Hebron, N.S.....	5,000
Lawrence A. Cannon.....	Barrister.....	Quebec, Que.....	10,000
John S. Willison.....	Editor, Toronto News,	Toronto, Ont.....	6,000
Alexander McNeil.....	Barrister.....	Halifax, N.S.....	10,000
Richard Roediger.....	Newspaper Manager...	Dawson, Y.T.....	6,000
Percy E. McMillan.....	Commercial Traveller..	Toronto, Ont.....	5,000
John Delcommun.....	Mine Owner.....	Dawson, Y.T.....	5,000
F. G. Hildige-Johnson.....	Gentleman.....	Victoria, B.C.....	10,000
Stephen R. Mendes.....	Merchant.....	St. Johns, Antigua...	10,000
Geo. S. Martin.....	Dental Surgeon.....	Toronto Junction...	5,000
Rev. James A. Macdonald.....	Editor Toronto Globe.	Toronto, Ont.....	10,000
Clarence C. Farquharson.....	Accountant.....	Savanna-la-Mar, Ja..	5,000
Meier M. Leiser.....	Merchant.....	Victoria, B.C.....	5,000
Richard V. Winch.....	Financier.....	Vancouver, B.C....	5,000
Frederick G. Soper.....	Traveller.....	Toronto, Ont.....	5,000
Ralph H. Torrey.....	Stenographer.....	Dawson, Y.T.....	5,000
Aubrey D. Smith.....	Student.....	Londonderry, N.S...	5,000
Cyril B. Smith.....	Clerk.....	Londonderry, N.S...	5,000
Henley C. R. Edwards.....	Real Estate Agent...	Winnipeg, Man.....	5,000
George Mather.....	Grain Merchant.....	Peterboro, Ont.....	5,000
Percy A. Crump.....	Banker.....	Winnipeg, Man.....	5,000
Joseph T. Donohue.....	Dry-Goods Merchant..	Quebec, Que.....	5,000
Joseph T. Dew.....	Mechanical Engineer..	St. Johns, Antigua...	5,000
Alexander E. Wheeler }			
George Wheeler..... }	Merchants.....	Toronto, Ont.....	5,000
John R. McConnell.....	Lumber Merchant...	Marysville, N.B....	40,000
Frank J. Hemen.....	Newspaper Manager..	Dawson, Y.T.....	5,000
Alcide Gourdeau.....	Manufacturer.....	Quebec, Que.....	10,000
Herve N. Gourdeau.....	Manufacturer.....	Quebec, Que.....	10,000
M. M. H. Boucher.....	Merchant.....	Montreal, Que....	5,000
Alfred C. Pye.....	Agent, Imperial Life...	Arnprior, Ont.....	5,000
Hogard B. Bristol.....	Merchant.....	Picton, Ont.....	5,000
L. J. Codere..... }			
F. X. E. Codere..... }	Merchants.....	Sherbrooke, Que....	25,000
J. Massé..... }			



### ONE MINUTE TAKEN IN SIGNING AN APPLICATION

for a life assurance policy may save your family from a whole life time of want and misery. If you take out an Imperial Endowment Policy in The Imperial Life Assurance Company of Canada it will, in addition, provide for your old age. Full particulars furnished upon application to

**J. B. COOKE, District Manager, Kingston, Ont.**

CONFIDENTIAL

VOL. 4. TORONTO, MAY 18th, 1903 No. 17

## THE IMPERIAL LIFE AGENTS NEWS



THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada

### INVESTING IN AN IMPERIAL INCOME BOND

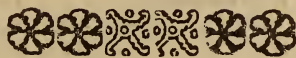
is like buying a Government bond on easy payments—only better—for an Imperial Income Bond not only provides for the future if you live, but affords immediate protection to your family if you die. For full particulars write to The Imperial Life Assurance Company of Canada.

**J. S. WALLACE, Provincial Manager, Winnipeg, Man.**



# THE IMPERIAL LIFE

## AGENTS NEWS



Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 18

### Faith in their own Structure.

### An Absolute Essential to Success.

The following list contains 145 names of Imperial Directors, Officers and Representatives who carry policies with the Company. They have proved by their own actions that they have unbounded faith in their own structure.

While the list is an extremely representative one, there are a number of insurable Imperialites whose names do not appear. This should be rectified immediately and, in an amended list to be published shortly, it is expected that every insurable Imperialite's name will appear.

One Imperialite was asked the other day how much insurance he carried with the Company himself. He was obliged to confess that he "hadn't got around to taking any, but intended to take a large policy before long." Could that man reasonably expect others to insure at his solicitation, could he expect to show them the folly of procrastination, when his own actions were diametrically opposed to his reasoning?

A. E. Ames.....	President.....	Toronto, Ont.
F. G. Cox.....	Vice-President.....	Toronto, Ont.
T. Bradshaw.....	Vice-President.....	Toronto, Ont.
A. E. Kemp.....	Director.....	Toronto, Ont.
Wm. Mackenzie.....	".....	Toronto, Ont.
Dr. F. R. Eccles.....	".....	London, Ont.
S. J. Moore.....	".....	Toronto, Ont.
W. Y. Soper.....	".....	Ottawa, Ont.
J. J. Kenny.....	".....	Toronto, Ont.
C. D. Massey.....	".....	Toronto, Ont.
J. O. McCarthy.....	Superintendent.....	Toronto, Ont.
H. Sutherland.....	Agency Director.....	Toronto, Ont.
J. K. Pickett.....	Assistant Secretary.....	Toronto, Ont.
G. C. Moore.....	Assistant Actuary.....	Toronto, Ont.

W. G. Reburn .....	Head Office .....	Toronto, Ont.
H. W. McLean, B.A. ....	" .....	Toronto, Ont.
J. B. Hall .....	" .....	Toronto, Ont.
W. C. Gall .....	" .....	Toronto, Ont.
Algeier, F. G. ....	Representative .....	Sault Ste. Marie, Ont.
Andrews, H. B. ....	" .....	Toronto, Ont.
Armstrong, W. C. ....	" .....	Calgary, N.W.T.
Babb, T. C. ....	" .....	Sidney, Man.
Badham, D. deL. ....	" .....	Milestone, Assa.
Baker, R. H. ....	" .....	Ingoldsby, Ont.
Beaudoin, J. P. ....	" .....	Montreal, Que.
Bellew, H. C. ....	" .....	Montreal, Que.
Benson, W. J. ....	" .....	Dundalk, Ont.
Bignell, W. A. ....	" .....	Quebec, Que.
Bogart, F. C. ....	" .....	Napanee, Ont.
Boisseau, R. E. ....	" .....	Quebec, Que.
Bowles, F. H. A. ....	" .....	Governor's Harbor, Ja.
Brown, A. A. ....	" .....	Port Antonio, Ja.
Brown, H. ....	" .....	Hamilton, Ont.
Bradshaw, R. A. ....	" .....	Slocan City, B.C.
Cochrane, Miss M. F. ....	" .....	Millbrook, Ont.
Courtice, L. T. ....	" .....	Courtice, Ont.
Cooper, S. C. ....	" .....	Lion's Head, Ont.
Chandler, E. W. ....	" .....	Cambellton, N.B.
Cawley, J. ....	" .....	Brockville, Ont.
Curry, J. M. ....	" .....	Amherst, N.S.
Cooke, J. B. ....	" .....	Kingston, Ont.
Carling, J. P. ....	" .....	Seaforth, Ont.
Darrell, R. ....	" .....	Hamilton, Bermuda.
Depocas, E. ....	" .....	Hull, Que
Davidson, R. D. ....	" .....	Bowmanville, Ont.
Davison, F. I. ....	" .....	Windsor, N.S.
Euteneier, H. ....	" .....	Kronan, Assa.
Ewart, W. M. ....	" .....	Merrickville, Ont.
Elliott, A. B. ....	" .....	Advocate Harbor, N.S.
Edwards, J. ....	" .....	Montreal, Que.
Fieldhouse, H. V. ....	" .....	Neepawa, Man.
Flatt, S. F. ....	" .....	Fort William, Ont.
Fair, A. H. ....	" .....	Halifax, N.S.
Foster, T. H. ....	" .....	Cannington, Ont.
Galbraith, S. ....	" .....	St. Johns, Antigua.
Gerow, J. L. ....	" .....	Cordova, Man.
Gowler, A. ....	" .....	Toronto, Ont.
Gibson, G. H. D. ....	" .....	Kars, Ont.
German, W. J. ....	" .....	Arat, Assa.
Grover, T. M. ....	" .....	Regina, Assa.
Grant, H. L. ....	" .....	Woodstock, N.B.
Gibson, W. A. ....	" .....	Fredericton, N.B.
Gould, W. W. ....	" .....	Wooler, Ont.
Grise, F. S. ....	" .....	Midland, Ont.
Gray, R. M. ....	" .....	Antigonish, N.S.
Gass, J. C. ....	" .....	Shubenacadia, N.S.
Graham, R. S. ....	" .....	Sydenham, Ont.
Gillen, T. A. ....	" .....	Kingston, Ont.

Hockley, R. ....	Representative	Edmonton, Alta.
Hall, E. R. B. ....	"	Solsgirth, Man.
Honeywell, D. ....	"	Carman, Man.
Hamer, T. A. ....	"	Aurora, Ont.
Hedley, H. ....	"	Carievale, Assa.
Hanington, C. L. ....	"	Dorchester, N.B.
Hall, R. ....	"	Brandon, Man.
Huston, W. I. ....	"	Ayton, Ont.
Hood, A. S. ....	"	Halifax, N.S.
Hamilton, Geo. R. ....	"	London, Ont.
Jonas, C. M. ....	"	Lucea, Ja.
Johnson, E. ....	"	Montreal, Que.
Jackson, J. A. ....	"	Gananoque, Ont.
Kerr, W. E. ....	"	Toronto, Ont.
Keough, T. H. ....	"	Toronto, Ont.
Luxton, N. K. ....	"	Banff, Alta.
Lowrey, Dr. D. ....	"	Toronto, Ont.
Lasalle, W. ....	"	Joliette, Que.
McLam, C. T. ....	"	Acton, Ont.
McNaughton, D. A. ....	"	Finch, Ont.
McCuaig, J. E. ....	"	Ottawa, Ont.
McCallum, W. A. ....	"	Port Arthur, Ont.
McRae, J. ....	"	Van Anda, B.C.
Morgan, H. H. ....	"	Wetaskiwin, Alta.
Marshall, L. J. B. ....	"	Miniota, Man.
Mackenzie, K. A. ....	"	Weston, Ont.
Mansell, H. ....	"	Ottawa, Ont.
Morrow, W. G. ....	"	Peterboro, Ont.
Mann, J. ....	"	Baltimore, Ont.
Marrs, Dr. W. H. ....	"	Port Elgin, Ont.
Morrison, M. V. ....	"	Arcola, Assa.
Macabe, J. H. ....	"	Toronto, Ont.
Macgowan, L. ....	"	Vancouver, B.C.
Morton, E. T. ....	"	Campbellford, Ont.
Mair, J. ....	"	Collingwood, Ont.
Mills, W. D. ....	"	Durham, Ont.
Miller, H. H. ....	"	Hanover, Ont.
Martin, A. R. ....	"	Kingston, Ont.
Miller, E. S. ....	"	Montreal, Que.
Mancini, J. L. ....	"	Quebec, Que.
Noble, T. J. ....	"	Prince Albert, N.W.T.
Olivier, J. D. ....	"	Montreal, Que.
Pattullo, T. D. ....	"	Dawson, Y. T.
Pearson, C. W. R. ....	"	Yorkton, N.W.T.
Pye, A. C. ....	"	Arnprior, Ont.
Parker, C. E. ....	"	Stirling, Ont.
Primeau, J. B. ....	"	Ste. Eustache, Que.
Ross, Rev. A. W. ....	"	Portage la Prairie, Man.
Richardson, W. I. ....	"	Carnduff, Assa.
Rainey, C. E. ....	"	Kingston, Ont.
Stewart, J. W. W. ....	"	Vancouver, B.C.
Stauf, E. ....	"	Dawson, Y.T.
Stephens, W. C. ....	"	Basseterre, St. Kitts.



Smith, J. ....	Representative	Selkirk, Man.
Stewart, A. D. ....	"	Ottawa, Ont.
Stinson, A. N. ....	"	Manor, Assa.
Shaw, A. McN. ....	"	St. John, N.B.
Staples, H. F. ....	"	Fredericton, N.B.
Springer, F. B. ....	"	Vancouver, B.C.
Speers, J. ....	"	Brampton, Ont.
Sutherland, C. T. ....	"	Meaford, Ont.
Seamen, W. D. ....	"	Holstein, Ont.
Seymour, W. H. ....	"	Hamilton, Ont.
Sinclair, D. N. ....	"	Sarnia, Ont.
Tinning, G. R. ....	"	Medicine Hat, Alta.

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# THE IMPERIAL LIFE AGENTS NEWS



**THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada**

Thomson, H. ....	Representative	Strathroy, Ont.
Wallace, C. A. ....	"	Montego Bay, Ja.
Wickware, D. A. ....	"	Birtle, Man.
Wallace, J. S. ....	"	Winnipeg, Man.
Wilson, W. J. ....	"	Gananoque, Ont.
Williamson, T. P. ....	"	Markham, Ont.
Waddell, J. B. ....	"	Carleton Place, Ont.
Wickware, A. S. ....	"	Ottawa, Ont.
Walton, J. M. ....	"	Peterboro, Ont.
Watt, A. ....	"	Shelburne, Ont.
Wilson, H. G. ....	"	Indian Head, N.W.T.
West, W. B. ....	"	Wellesley, Ont.
Winder, W. T. ....	"	Lyons, Ont.

# THE IMPERIAL LIFE

## AGENTS NEWS

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Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 19

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### **STRIKE CONSTANTLY.**

#### **The Battle Cry for the Last Month of the First Half of 1903.**

Imperialites all over the field took up the battle cry of last month, "Strike Together," and made a splendid success of the month's work. Through united effort on the part of our representatives, the May business shows a substantial increase over that of May, 1902.

Starting to-day on the June campaign—the last campaign for the first half of the year—it is forcibly brought to our attention that June will have to be an exceedingly successful month to make our business for the first six months of 1903 show the necessary 25% increase over that for the first six months of 1902. To speak plainly, the amount required is, in round numbers, \$650,000, and the vital question is, "What is the best method by which this can be most surely accomplished?"

We think that you will agree with all that constant effort—steady, unceasing effort—put forth by each Imperialite on every one of June's 26 working days is the surest way to accomplish our aim and win the first part of the 1903 battle. We ask, therefore, that each Imperialite will put the force of dogged determination into his blows, and "Strike Constantly" during every one of June's 26 working days. The man who keeps pegging away is the man who always wins.

## The Character of the Agent in the Field.

*Paper read at the 1902 Convention by Mr. E. S. Miller,  
Provincial Manager, Montreal, Que.*

I believe the calling of the Life Assurance Agent to be a thoroughly honorable one, and well worthy, in every sense, of men possessed of the very highest order of character and intellect. The sole protection to thousands of homes to-day is the life assurance policy. It means fireside and food, education and clothing, when the brain that now plans and the hand that now executes can no longer provide. It makes of the uncertainties of a business life a fortune solid and sure to the family, and serves the business as well. And the prime worker in all this is the agent. Deeply impressed with a sense of the dignity of his work, he interviews, explains, reasons, entreats, and forces his convictions on the minds of others, and so builds up the mighty structure we call life assurance.

It must be conceded that the character and reputation of a company's agents in the field decide, to a very large extent, the character and reputation of the company itself; and the fact that the agent, like the brook that feeds the river, is the source from which the company derives its life, is too often forgotten.

Taking it for granted that you are well aware that the character of the agent is not always what it should be, I will not weary you with a description of what he is, but will give you a few brief suggestions as to what, in my opinion, he should be.

First, I would say that the agent should be above all an honest man, a man who not only tells the truth, but who tells the *whole* truth. I do not want to preach morality, but I venture to say that a large percentage of the lapses in life assurance are due to the dishonesty of the agent in the field. He has too often told the applicant anything he could make him believe in order to get his application, and later on the assured finds that he has been fooled and he curses the company, while the agent is contentedly browsing in the next field—out of reach. An agent is not necessarily valuable because he places a large volume of business on the books. As a rule the business secured by "plungers" fades away when the second premium comes due, either as a result of rebating or misrepresentation. Unquestionably the men who are the most valuable to a company are those who do business of quality, even if only a moderate amount. The agent who can compliment a man, who has taken out a policy in a rival company, on the wisdom of his choice, who, when a rival company has a just death claim, will assure the beneficiary that the company is good and will certainly pay, but who at the same time keeps his own company to the front, is the agent of real worth to the company that employs him.

Don't stoop to sharp practice in insuring a man. Explain everything fully so that there can be no misunderstanding. Tell the truth just as it is in the case of your own company and every other. Be upright, and your reputation for faithfulness and reliability will become established and your business will grow in your hands.

*( To be continued )*

"If you wish success in life make perseverance your bosom friend, experience your wise councillor, caution your elder brother and hope your guardian angel."



## **The End of the First Half.**

### **A Whole Month Brimful of Opportunities.**

JANUARY.							FEBRUARY.							MARCH.						
S.	M.	T.	W.	T.	F.	S.	S.	M.	T.	W.	T.	F.	S.	S.	M.	T.	W.	T.	F.	S.
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				

APRIL.							MAY.							JUNE.						
S.	M.	T.	W.	T.	F.	S.	S.	M.	T.	W.	T.	F.	S.	S.	M.	T.	W.	T.	F.	S.
				1	2	3	4					1	2		1	2	3	4	5	6
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24 31	25	26	27	28	29	30	28	29	30				

"Make every one of June's 26 working days show something accomplished—some definite advance towards the desired goal."

### **Be Strong.**

The man who fails is the man who quails  
 When he sees Dame Trouble appear,  
 And foolishly frets and weakly lets  
 Her lead him around by the ear.  
 The man who wins kicks fate on the shins  
 Whenever she gets in his way—  
 Flings woe from the track and never turns back  
 To hear what she has to say.—*S. E. Kiser.*

### **The Guaranteed Security Endowment Policy.**

The pamphlet issued last week, explanatory of the Guaranteed Security Endowment Policy, illustrates one of the most attractive policy contracts issued by the Imperial. The cardinal and unique features exemplified are strong canvassing arguments in its favor and a judicious use of the form cannot fail to result in good business.

The great advantage of this policy over the ordinary Endowment Policy is strikingly shown on page (8) of the pamphlet. It will be seen that in the event of death during the Accumulative Surplus Period, the return to the beneficiary is always largely in excess of the premiums paid, whereas under an ordinary Endowment Policy the return, in the event of death towards the end of the Accumulative Surplus Period, is very little, if any, in excess of the premiums paid.

This policy also contains, in addition to all the liberal provisions which have made The Imperial's contract so popular, other very valuable guarantees, and the terms of settlement at the end of the Accumulative Surplus Period will be found exceedingly advantageous to the assured.

We feel that an intelligent representation of this policy cannot fail to result in good business, and look to receive a large number of applications therefor, during the present month.

## **THE GUARANTEED SECURITY ENDOWMENT POLICY**

of The Imperial Life Assurance Company of Canada, is fully explained in a pamphlet just issued by the Company. Its many unique guarantees make it one of the most valuable contracts issued.

**E. S. MILLER, Provincial Manager, Montreal, Que.**

**CONFIDENTIAL**

Vol. 4. TORONTO, JUNE 1st, 1903 No. 19

# **THE IMPERIAL LIFE AGENTS NEWS**




**THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada**

## **A REMUNERATIVE AND SAFE INVESTMENT**

combined with life assurance, is the Guaranteed Security Endowment Policy issued by The Imperial Life Assurance Company of Canada. Pamphlet giving full particulars will be mailed on request.

**A. McN. SHAW, Provincial Manager, St. John, N. B.**

# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4

Published by The Imperial Life Assurance Company of Canada, Toronto.

No. 20

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### Governmental Supervision of Life Insurance in Canada

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Life Insurance Companies chartered by the Dominion Parliament, are governed in the conduct of their business by "The Insurance Act," known as "Chapter 124, Revised Statutes of Canada, 1886," and by the amendments thereto made in 1888, 1894, 1895 and 1899. The Act has been carefully drawn, with a view of protecting policyholders, and in this respect is, perhaps, one of the most beneficial pieces of legislation that has ever been placed on the Statute Books. The failure of a single Canadian Life Assurance Company has yet to be recorded, and the reason for this is undoubtedly the careful and thorough Governmental supervision maintained by virtue of the Act and its amendments.

#### **Provisions for Protection of Policyholders.**

Charters to life companies are now only granted by the Dominion Parliament after their provisions have been carefully considered by the Banking and Commerce Committee, and passed through the various parliamentary stages. The clauses are severely scrutinized, and all those objectionable from the policyholders' standpoint are either excluded or amended. It is now impossible for any life company to commence operations without provision for a substantial paid-up capital. The Imperial Life, in its endeavour to make the security of policyholders paramount, provided for a paid-up capital of \$450,000, all of which stands for the protection of policyholders.

#### **Government Deposit.**

Again, before a company can commence operations, the insurance law requires that a deposit of at least \$50,000 shall be made with the Finance Minister, for the protection of policy-holders, and as a guarantee of good faith.



As it is well-known throughout Canada, the largest deposit made by any Canadian Life Insurance Company is that of the Imperial Life, which is \$250,000. The Directors were influenced to take this course by virtue of their belief that policy-holders' security should, under all considerations, be paramount.

### **Annual Sworn Statements.**

The Insurance Act of the Dominion also wisely provides for sworn statements to be made by two of the Executive Officers of each Company at the close of each year's business. These statements are of the most minute and searching character, embracing all items of receipts and expenditures, full details of all investments made, an analysis of the liabilities of the Company, of the policies in force, claims paid, etc., etc. They are most inquisitorial, and probe into all the ramifications of a company's affairs. They are published each year, and can be obtained by any one upon application to the Superintendent of Insurance at Ottawa. These statements are official, authentic and final. This provision in the Act must give those interested in life assurance the greatest satisfaction, and policy-holders a feeling of unquestionable security.

### **Life Companies Investment Powers Limited by Act of Parliament.**

The charters of all Life Insurance Companies and the amended Insurance Act strictly limit the Directors in the choice of securities; in other words, the Directors of a Canadian life Insurance company can only invest in those specially selected securities which Parliament has stamped with its approval, and which, in its wisdom and experience, it deems to be appropriate for the investment of such sacred trust monies as the funds of life assurance companies.

### **Personal Examination by Superintendent and Actuary of Insurance Department.**

But what probably affords the greatest possible protection to policyholders is the annual, personal examination of the affairs of every Canadian Life Assurance Company, by the Superintendent of Insurance and the Actuary of the Insurance Department—who have been called the watch-dogs of Canadian life assurance—an examination which in some cases entails a considerable time. In order that some idea of the searching and drastic character of this investigation may be known, a brief explanation is given, in so far as it relates to the Imperial Life, and in addition it may prove interesting to append the statements contained in the report of the Directors of the Company, in order that the fullest light may be thrown upon the character of its assets.

## Receipts and Expenditures.

The source of all receipts and the payment out of all monies are carefully gone into, checked with the official sworn returns made, in order to see that all items of monies received by the Company, and all items of money paid out by the Company are included. This wholesome check by the Government officials must necessarily constitute a proper working basis.

### NOTES ON THE METHOD ADOPTED BY GOVERNMENT OFFICIALS IN THEIR ANNUAL INVESTIGATION.

### NOTES FROM THE IMPERIAL LIFE'S LAST ANNUAL REPORT.

#### (1) Government Inscribed Stock—\$47,000.00.

\$25,000 of this Stock is held by the Dominion Government and the other \$25,000 by the Newfoundland Government for deposit purposes. The Company is required to exhibit to the examining Government officials the certificates of these two Governments for the securities.

Being a Government security, its soundness is unquestionable. The par value of the stock is \$50,000, but in view of the comparatively low rate of interest usual in all Government securities, it is carried at only \$47,000.

#### (2) Bonds and Debentures—\$563,625.76.

All the Bonds and Debentures of the Company, excepting those deposited at Ottawa as part of the Company's Government deposit, are deposited in the vaults of the National Trust Company. Each one of the parcels of securities represented by the above amount had to be exhibited, and was carefully scrutinized and examined by the Government officials to see that they had been validly issued, properly executed, etc., and that they were of the character which might be legally purchased. A detailed list of these securities is published in the Government Report, which anyone can obtain.

This item is composed of Municipal, Railway, Telephone and Loan Companies' debentures. Some of these debentures are repayable in annual instalments; others are not repayable for a period of from 10 to 30 years. They have all been purchased on favorable terms. The average yield rate of interest is 4.33%. In several instances the security was bought, and is carried on the books of the Company, at an amount considerably below what the security could be sold for on the market to-day.

#### (3) Banks and Other Stocks—\$248,757.08.

The Government Superintendent of Insurance, in his official examination, demands the production of the scrip for all the individual stocks owned; he examines these to see that the shares are properly vested in the Company as at the date of the statement, and that they are such as Government permits the Company to buy. The cost, market value, and par value of each security has to be set down in the sworn annual returns. These are all checked.

The asset is chiefly composed of investments made by the Company in Bank Stocks, no less than \$228,433.65 being invested in this way. In view of the real prosperity of our Banking Institutions, your Directors believe that the investment of a fair proportion of the Company's funds in such shares will yield satisfactory interest returns, with prospects of the securities increasing in value. At no time have such securities stood so favorably in the estimation of the investing public as to-day—a condition due to the undoubted strength of Canadian Banks and their excellent earning power.

#### **(4) Mortgage Loans—\$483,100.62.**

A register containing the particulars of each mortgage loan has to be prepared by the Company at the end of each year and forms part of the sworn report. Each item in this register is then carefully checked over by the Superintendent of Insurance, with the original mortgage papers, at the time of examination, at the Company's Head Office. Any mortgage in arrears is closely scrutinized, the valuation of the properties is carefully compared with amount loaned, the title is examined, and the fire insurance policies are checked.

The bulk of these loans is on farm properties in Manitoba. The total appraised value of the mortgaged properties is \$1,340,917, the amount loaned thereon being slightly less than 36% of the appraised value. Loans in the West have been made only on improved farms in well settled districts. The average rate of interest borne by Western loans is 6.29%; by other mortgage loans, made in Ontario, etc., 4.90%; the average rate in respect of all mortgage loans is 6.10%. The interest due and unpaid at the close of 1902 under this asset was \$5,317.60. During the first few days of this year \$2,760 of this amount has been paid, leaving the unpaid due interest at this date only \$2,557. The Company's loaning department in the West is most efficient and continues to give satisfaction.

#### **(5) Loans on Policies and Policies Purchased—\$27,517.48.**

A schedule containing the particulars of each policy loan is kept for the examination of the Superintendent of Insurance, embracing the policy number, the amount of each individual loan, the rate of interest which the loan carries, the arrears of interest, if any, also the reserve value of the policy. Each policy loan should always be less than the reserve held by the Company as its liability under the policy, and this important fact is carefully kept in mind by the Government Official in his examination.

This asset is chiefly represented by loans made to the Company's policyholders, and at this point I desire to say that it will always afford the officers much satisfaction to make loans of this nature, as provided by the policies. The reserves under the policies assigned to the Company as security, amount to \$69,899.

#### **(6) Loans on Stocks—\$4,375.00.**

A schedule giving details of each loan is prepared for the Government, and the examining official requires to be shown the stock certificate in each case. He examines into the market value of the stocks and compares it with the amounts loaned, to see that the Company has got ample security. He also scrutinizes each stock loaned upon to determine whether it comes within the selected class of securities.

The security for this asset is Bank shares, the market value of which was \$4,941. The loans are repayable on call, and carry 6% interest.

#### **(7) Cash in Banks—\$100,113.37.**

A schedule giving the details of the amounts held on deposit in all of the Banks has to be given, and the Bank books have to be produced as evidence that the Company has the various amounts to its credit. The Company can only deposit money in chartered Banks in Canada.

This represents the balance standing at the Company's credit in Banks on 31st December. It is not necessary to maintain uninvested such a large balance as this, but towards the close of the year a comparatively heavy loan was repaid, hence the amount. Since the beginning of the year a large proportion of the cash in Banks has been satisfactorily invested at a good rate of interest.



#### **(8) Cash at Head Office and Other Offices—\$383.84.**

The Cash Book is examined by the Government Officials, and the slips are produced shewing how each day's balance of cash on hand is made up. It is the custom of The Imperial Life to require its Cashier to make a specific memorandum of the nature of each night's balance of cash on hand, i.e., specifying the cheques, bills, silver, etc.

This amount requires no comment.

#### **(9) Outstanding and Deferred Premiums—\$160,034.09.**

Each deferred and outstanding premium is carefully listed according to policy number, and then checked over, to see that all policies are in force, that the amounts have been correctly marshalled, etc. The Government Official makes a searching examination of this asset.

Outstanding premiums arise out of amounts payable under policies in any year, but which had not been paid at the close of that year. Deferred premiums represent semi-annual and quarterly instalments of premiums which do not happen to fall due within the policy year. They are properly taken credit for by all life assurance companies, in view of the fact that the reserves on their policies are maintained as a liability on the assumption that the full annual premiums are paid. In connection with outstanding premiums it is proper to point out that the Company allows its policyholders one month's grace within which to pay renewal premiums, and the great proportion of the total amount outstanding is due to premiums falling due in December, but by virtue of the month's grace not payable until the following January.

#### **(10) Interest Due and Accrued, etc.—\$25,486.03.**

Every item of interest, due or accrued, has to be first furnished to the Government by a sworn statement, which statement contains the security out of which interest arises. For example—the accrued interest on each mortgage loan is set down, on each debenture, on each policy loan, etc.; including of course the time for which the interest has accrued, the rate of interest the security carries, and the individual amount of the securities. The work involved in this connection alone is very extensive and exhausting. The Examining Official goes over in detail all of the items which go to make up the total of this asset.

The amount of interest due on the 31st December was \$5,695.43. This has since been reduced to \$2,935, which latter amount is less than  $\frac{1}{4}$  of one per cent. of the total invested assets of the Company. The smallness of this amount is another evidence of the excellent character of the Company's investments.

#### **Policy of Directors.**

It has been the policy of the Directors to invest the Company's funds in several classes of securities rather than in one or two particular kinds. They believe that better results will ultimately accrue from such a course. The following table sets forth the amount and the proportion borne to the whole, of the different classes of assets :

1. Government Securities .....	\$ 47,000.00	2.8
2. Bonds and Debentures.....	563,625.76	33.9
3. Banks and other Stocks .....	248,757.08	15.0
4. Mortgages on Real Estate.....	483,100.62	29.1
5. Loans on Policies and Policies purchased ...	27,517.48	1.7
6. Loans on Stocks.....	4,375.00	.3
7. Cash in Banks and Offices.....	100,497.21	6.1
8. Outstanding and Deferred Premiums .....	160,034.09	9.6
9. Interest accrued and due on Investments, etc.	25,486.03	1.5

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\$1,660,393.27 100.

In concluding this review of assets it can be stated, unreservedly, that there is not a single investment which is causing the Directors the slightest anxiety.

### **A True Exhibit.**

Absolute security is the first and fundamental element in sound life assurance—a true exhibit of the financial position as it really is, not as it might be wished or hoped to be, in course of time, under favouring circumstances. This has ever been a characteristic of The Imperial Life Assurance Company of Canada, and to this is due the prominent and important position that this Company occupies in the eyes of the public.

### **The Audit and Auditors.**

To the many safe-guards of the stability of The Imperial Life must be added the by no means least important one—that of the audit of the accounts. This is in the hands of two skilled professional accountants, who are independent of shareholders, policy-holders, and officials, and who have the freest access to all the office books, records and securities. This audit is continuous, month by month, and takes cognizance of all cash transactions, investments, receipts, payments, banking accounts, and book-keeping entries. It sees that all revenue—premiums, interest etc.—which ought to come in are duly charged, and that all payments are authorized and sufficiently vouched. It includes an examination in detail of all the securities. With specially trained accountants and improved and more reliable methods of accounting, the audit of a life assurance office is a serious and laborious affair, which is not accomplished in a perfunctory or superficial manner. It is comprehensive, detailed and accurate, something a great deal more than a mere checking of summations and inspecting of vouchers. As the Medical Officer is a sort of insurance police to keep the bad risks off the registers, so is the auditor a sort of financial detective to keep bad entries off the books. The law of this free and independent country assumes every man innocent until he is proved guilty. The

converse holds, one might almost say, in the case of an auditor, whose habit of mind is apt to cause him to suspect everybody of being guilty of bad accounting, if of nothing worse, until the contrary is proved to demonstration.

**Security to Policy-holders.**

The following table briefly summarizes the security afforded Imperial Life policy-holders :—

1—Paid-up Capital.....	\$450,000
2—Additional Subscribed Capital.....	550,000
3—Ordinary Reserves computed on Government basis.....	973,443
4—Special Reserves maintained over Government Standard.....	101,120
5—Additional Special Reserves over Government Standard for deferred Mortality and Immediate Payment of Death Claims.....	27,000
—Surplus over and above all liabilities, including Reserves and Special Reserves	67,201
Total Security.....	\$2,169,732

**The IMPERIAL LIFE has \$2,169,732 of security to policy-holders,—while its liabilities to policy holders according to Government standards are \$973,443 —thus the gross surplus on policy-holders' account is \$1,196,289.**

**The June Business.**

During the first week of June applications were received for over \$100,000 of new insurances. While this is not one-quarter of our aim for the month, it makes a splendid beginning and augurs well, we believe, for the successful termination of the six month's campaign.

June 15th should see new policies issued for \$325,000—one-half of the month's quota, in order that our aim may be surely accomplished. Let every Imperialite put forth his best endeavors to send in at least one application during the present week, and success will undoubtedly be ours.

Some Imperialites have already sent in enough business to give them a high place on the June Honor Roll. We would like to see the Honor Roll the largest this year. Lay your plans so that you will not fail to secure a place.



CONFIDENTIAL

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Vol. 4      Toronto, June 8th, 1903      No. 20

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**THE IMPERIAL  
LIFE  
AGENTS NEWS**



**THE IMPERIAL LIFE ASSURANCE  
COMPANY OF CANADA**

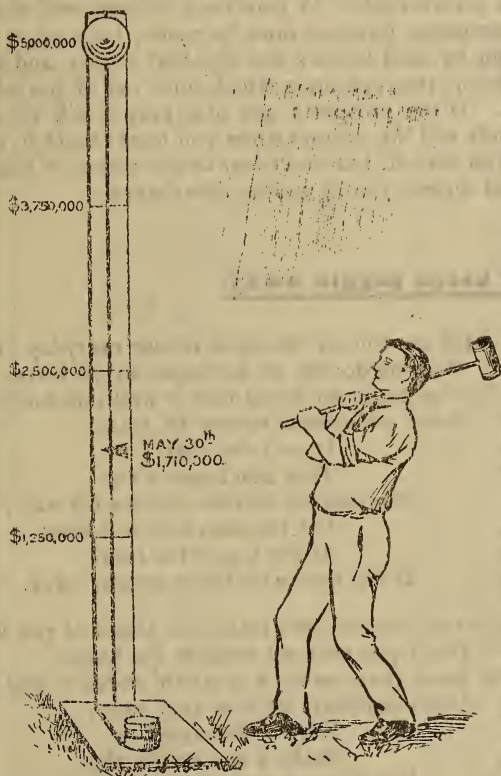
# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 21

### STRIKE CONSTANTLY.

Remember the \$850,000 Mark for June.



The first six months of 1902 yielded \$1,876,000. A 25% increase on this, brings the amount which the first six months of 1903 should yield up to \$2,345,000. The amount issued to May 30th is \$1,710,000, which leaves a balance of \$635,000 to be secured in June. We count upon every Imperialite to put forth his very best efforts to bring the campaign for the first half to a successful conclusion.

## **The Character of the Agent in the Field.—Continued.**

In the second place I think you will agree that the agent should be an intelligent man; not only intelligent in a general way, but that he should have a thorough knowledge of the business in hand. Men will spend years in acquiring the knowledge that enables them to go out as Lawyers, Doctors and Clergymen, but many of those who take up life assurance do so without giving the matter five hours of careful thought and study; they go out expecting to make a success of it the first week, and if they fail to do so they become discouraged and conclude that there is no money in a life assurance agency, or that they are not cut out for it. You do not expect a man in any other vocation to enter upon his duties without some preparation for his work, but after a man has made a failure of everything else in life he turns to selling life assurance and imposes upon a generous public by trying to make them understand something he does not understand himself; thus the company he represents is worse than not represented at all because its reputation is compromised.

Then I believe it is necessary that the agent should be an industrious man, possessing unlimited perseverance. A man must proceed with zeal and hard work to get business. Life assurance business must be made, built up, it never comes to a man. It is brought about by hard knocks and repeated efforts, and an agent must never be discouraged. That is the rock upon which nine out of ten who commence the business are wrecked. If the prospects are blue keep a stiff upper lip, keep pegging away, and the clouds will lift, oftimes when you least expect it, and success will follow. When you need rest take it, but don't loaf in the places of business men—it destroys your influence and injures you in various other ways.

### **The man who keeps peggin' away.**

Mid the toil an' the strife of our everyday life,  
With its doubts an' its hopes an' its fears,  
In the battle for bread that is wolfishly fought,  
Amid selfishness, sorrow an' tears,  
It isn't the chap  
That don't care a rap  
Who makes success venture his way;  
But the man who will keep  
At the top of the heap  
Is the man who keeps peggin' away.

In the race for life's prize that ahead of you lies,  
Don't you ever get weak in the knees;  
If some chap makes a spurt an' ahead of you goes,  
Don't aimlessly stroll at your ease;  
Keep a stiff upper lip  
Strike a fast steady clip  
You'll win if you've courage to stay,  
For the man who earns fame  
In life's uneven game  
Is the man who keeps peggin' away.

*E. A. Brininstool.*



# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4 Published by The Imperial Life Assurance Company of Canada, Toronto. No. 21

### THE JUNE HONOR ROLL.

#### **The Last Month of the Half Year.**

The Executive Officers have been going over the list of representatives, and giving careful consideration to the business that should be received from each one during June. They are strongly of the opinion that the following should, without fail, secure a place on the June Honor Roll:

A. H. Fair	A. S. Hood	J. C. Gass
A. M. Crofton	F. A. Verge	A. McN. Shaw
E. W. Chandler	W. A. Gibson	H. L. Grant
J. Holland	H. F. Staples	E. S. Miller
H. R. Gray	J. B. Primeau	J. L. Mancini
J. D. Kennedy	H. C. Thomas	J. P. Beaudoin
J. A. Labelle	F. E. Roy	W. N. Leblond
F. Sicotte	J. E. Beauregard	A. C. Champagne
R. E. Boisseau	G. Bruce Paton	A. S. Wickware
G. H. D. Gibson	J. E. McCuaig	D. A. McNaughton
J. Cawley	J. B. Cooke	H. A. Raney
H. S. Rosevear	L. P. Flagler	J. F. Cryderman
J. F. Anderson	A. N. Reid	F. C. Bogart
C. F. Stewart	H. B. Andrews	W. E. Kerr
J. H. Macabe	W. D. McVey	Dr. D. Lowrey
W. H. Seymour	H. Brown	G. A. Lane
Geo. R. Hamilton	C. F. McTavish	A. Duncan
E. Winter	J. I. Hill	H. Thomson
N. D. Bell	W. D. Mills	D. H. Booth
Geo. F. Graff	J. F. Morris	J. Mair
F. G. Allgeier	W. A. McCallum	J. S. Wallace
H. V. Fieldhouse	Rev. A. W. Ross	C. W. R. Pearson
R. Hall	T. M. Grover	W. Simper
R. W. Day	T. M. Scott	W. C. Armstrong
L. Macgowan	J. W. W. Stewart	F. B. Springer
R. E. Brett	J. Speers	J. A. Robinson
S. P. Saunders	W. H. Bessey	F. S. Grise.

Every Imperialite is doing his very best during the present month—that is certain. It is believed that the “best” of the above agents is at least \$5,000, and in most cases much more. The question this month is not “Will I be on the Honor Roll?” but, “What rank will I take on the Honor Roll?”



## Honor Roll for May, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules will be observed :—

- (1) Joint business will be credited one-half to each of the two agents.
- (2) The agents will be ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
J. D. Kennedy, Sherbrooke, Que.....	28,000	1	2,085.20	1	1
J. P. Beaudoin, Montreal, Que.....	26,000	2	932.30	2	5
J. C. Gass, Shubenacadia, N.S.....	13,000	3	425.45	9	1
J. L. Mancini, Quebec, Que.....	12,500	4	780.15	3	3
Rev. A. W. Ross, Portage La Prairie, Man.	12,000	5	472.05	8	5
A. S. Wickware, Ottawa, Ont.....	10,000	6	627.30	6	2
R. E. Boisseau, Quebec, Que.....	10,000	6	670.75	4	1
A. N. Reid, Belleville, Ont.....	9,000	8	482.35	7	1
A. C. Champagne, Montreal, Que.....	9,000	8	656.15	5	1
J. W. W. Stewart, Vancouver, B.C.....	8,000	10	281.45	12	4
J. B. Cooke, Kingston, Ont.....	8,000	10	387.55	10	2
H. A. Raney, Kingston, Ont.....	7,000	12	260.90	13	1
J. H. Macabe, Toronto, Ont.....	6,000	13	159.00	17	5
T. M. Grover, Regina, Assa.....	5,500	14	200.55	14	1
W. H. Seymour, Hamilton, Ont.....	5,000	15	154.30	18	2
J. E. McCuaig, Ottawa, Ont.....	5,000	15	344.25	11	1
H. L. Grant, Woodstock, N.B.....	5,000	15	197.60	16	2
J. S. Wallace, Winnipeg, Man.....	5,000	15	199.50	15	3

## Standing of the Agencies for May.

- |                       |                        |
|-----------------------|------------------------|
| 1—Montreal, Que.      | 11—Brighton, Ont.      |
| 2—Head Office Agency. | 12—Hamilton, Ont.      |
| 3—Ottawa, Ont.        | 13—Newfoundland.       |
| 4—St. John, N.B.      | 14—Port Elgin, Ont.    |
| Winnipeg, Man.        | 15—West Indies.        |
| 5—Kingston, Ont.      | 16—Port Hope, Ont.     |
| 6—Halifax, N.S.       | Sault Ste. Marie, Ont. |
| 7—Vancouver, B.C.     | 17—Brandon, Man.       |
| 8—London, Ont.        | Peterboro, Ont.        |
| 9—Belleville, Ont.    | Port Arthur, Ont.      |
| 10—Regina, N.W.T.     |                        |

## Time—Our Most Valuable Possession.

Remember, that during the next two weeks "time" is the Imperialite's most valuable possession. Make every minute count—show some result—in order that the six months' campaign may be crowned with success. He who wastes June's time is a spendthrift of the worst order.



## New Forms.

Samples of Forms Nos. 413 and 415 are enclosed with this issue. A supply will be gladly mailed upon request.

**Montreal** gets back to the leadership again this month, having secured by far the largest business of any agency during May. It will also be noted that Montreal agents secured five places on the Honor Roll, including the first two—a splendid showing indeed.

**Mr. J. D. Kennedy, of Sherbrooke, Que.,** managed to win out from **Mr. J. P. Beaudoin, of Montreal,** by a slight margin, and leads the May Honor Roll. We congratulate both Mr. Kennedy and Mr. Beaudoin upon their splendid month's work.

THE IMPERIAL LIFE ASSURANCE  
COMPANY of Canada



THE IMPERIAL  
LIFE  
AGENTS NEWS

Vol. 4. TORONTO, JUNE 15th, 1903 No. 21

CONFIDENTIAL

**Nothing is impossible** to him who wills.

**Eight new names** on the Honor Roll this month, while only three have been able to secure a place every month this year.

**A large number of applications** came to hand on the first day of June—too late to include in the May totals, and probably a number of representatives will be disappointed at not securing a place on the May Honor Roll. This business, however, has given them a splendid start for June and we look to see the June Honor Roll the largest this year. Who will be on?

**Genius is the art** of accomplishing in spite of difficulties and of overcoming the impossible.

# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4—No. 22. Published by The Imperial Life Assurance Co. of Can. (22—6—03)

### The New Executive.

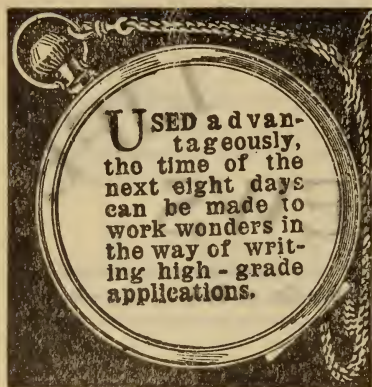
The Directors of The Imperial Life at their meeting held on the 15th inst., elected as their President, Hon. Sir Mackenzie Bowell, and Hon. S. C. Wood, as a Vice-President. Both of these gentlemen have been prominent in public life, and have enjoyed to a most unusual extent the confidence of the people of this country.

The Hon. Sir Mackenzie Bowell's record is one which any public man may well feel proud of. Starting at the lowest rung of the ladder, as a printer's apprentice, he climbed step by step, now as School Trustee, again as a representative of an Agricultural Association, as a newspaper man, a soldier, a member of parliament, and Cabinet Minister, until ultimately, he reached the highest pinnacle which any public man in Canada can attain to, viz., the Premiership of this country. Sir Mackenzie's success is, no doubt, due to his intelligent perseverance, his earnest and consistent attitude on all matters, vital or otherwise, and a sincere desire to promote the interests of his adopted country.

The Hon. Mr. Wood was a colleague in public life, of the Company's greatly esteemed and honored first President, Sir Oliver Mowat. He was one of Sir Oliver's Ministers in the Ontario Cabinet for eight years, and has many of the characteristics of that upright and able statesman. Mr. Wood's vast experience in financial affairs was recognized when he was made Treasurer of the Province of Ontario, which office he filled with great acceptance and profit to the people of this Province. He is a man of sterling integrity, excellent business judgment, and keen financial perception, and will undoubtedly aid materially in the successful upbuilding of The Imperial Life.

Policyholders, representatives and all associated with The Imperial Life are to be sincerely congratulated in having Sir Mackenzie Bowell and the Hon. Mr. Wood so closely identified with its interests.

"I will" is worth a shipload of "I'll try," "I hope to," or "I expect to." The man who says "I will," and backs his words with indomitability of purpose—he'll be no straggler, to be looked for in the lists of "Lost, stolen or strayed away." You'll always find such a man somewhere well up in front.



## **The Golden Opportunity.**

How many of us really realize that in eight short days the campaign for the first half of 1903 will be closed forever? In this short time, "success" or "failure" will be branded on the result of our work for the past six months.

These coming eight days are the "golden opportunity" of the whole campaign. In them, it is within our power to crown our efforts with un-

qualified success—to reach the highest pinnacle of our hopes. To-day, everything is possible—our achievements are only governed by our determination.

The time of every one of these eight days must be used to the very best advantage—every hour, every minute, must yield some result. A minute lost is a minute gone forever, and nothing can recompense us for a minute wasted at this crucial time.

Keep June's motto, "Strike Constantly," before you all the time, and Strike, Strike, Strike, during every minute of the day.

## **What some Representatives are Accomplishing.**

1. One of our Montreal representatives lately secured a good application regarding which *Le Moniteur du Commerce* says:—

"The Imperial Life Assurance Company of Canada has just closed what is believed to be the largest policy ever written in the Eastern Districts. The assured are the three partners of Codere, Sons & Co., the Sherbrooke iron merchants, so well known and esteemed. The policy provides for the payment of \$25,000 to the firm at the end of fifteen years, or at the death of any one of its members before the expiration of that time. This form of assurance is becoming more and more popular among large business houses as a protection against the withdrawal of capital occasioned by the death of a partner. We must congratulate the "Imperial," as well as Messrs. Codere, Sons and Co., on this transaction which well indicates the progress, in our province, of this trustworthy Company."

2. Mr. A. H. Fair, of Halifax, secured a \$25,000 application from a wealthy Nova Scotian. This was an additional application, the Company having issued a policy on his life some time ago.

3. Mr. E. S. Miller, Provincial Manager, of Montreal, forwarded \$60,500 of applications on one day last week. It is only proper, however, to state that one of the applications (\$30,000) is still being considered by the Insurance Committee.

4. Mr. T. M. Grover, of Regina, visited Mr. Euteneier, his local agent at Kronan a few days ago, with the following result: "We were successful in closing up \$19,000 in four days."

Imperialites all over the field are putting forth their best efforts to close the half year's campaign in a strong manner, and the above will indicate the success attending some.



## **Hon. Sir Mackenzie Bowell.**

*President of The Imperial Life Assurance Co. of Canada.*

Hon. Sir Mackenzie Bowell is a native of Suffolkshire, England. Coming to Canada in 1833 he was apprenticed shortly afterwards to the printing business in the office of the "Belleville Intelligencer," of which newspaper he became, in after years, editor and proprietor. He was elected Chairman of the Board of School Trustees, Belleville, became Vice-President of the Ontario Agricultural and Arts Association, and President of the Ontario Press Association.

He entered the *V. M.* service as ensign in the Belleville Rifle Company, 1857, and was stationed with the corps of observation sent to the western frontier of Ontario during the American Civil War, 1864. Subsequently, he was on special service at Prescott, on the St. Lawrence, at the time of the first Fenian raid. Promoted Major of the 49th Battalion, February, 1867, he attained the rank of Lt. Col. February, 1872, and retired from the force with that rank, March, 1874.

At the first general election, after Confederation, for the House of Commons, he was returned for North Hastings, and continued its representative in the Commons for an unbroken period of 25 years, being then called to the Senate. As a private member, he sat on the Select Committee of the Commons, appointed to enquire into the causes of the difficulties in the North-West Territories, 1869-1870.

On the return of the Conservatives to power, 1878, he entered Sir John Macdonald's Cabinet as Minister of Customs, occupying that office for 13 years. During that period the "National Policy" was developed, and it fell to his lot to carry the new system into operation. Under Sir John Abbott he was Minister of Militia, and under Sir John Thompson he was Minister of Trade and Commerce. On the demise of the last named statesman, December, 1894, Mr. Bowell became Premier of Canada, the highest office in Canadian public life. As Minister of Trade and Commerce he went on a trade mission to Australia, 1893. One of the results of his journey was the Colonial Conference that assembled in Ottawa, June, 1894, over whose deliberations he presided. He was appointed a K.C.M.G., January 1st, 1895, shortly after becoming Prime Minister. Subsequent to his retirement from office, he served as a delegate to England, touching the Australian Cable scheme. He was elected leader of the Senate, August 25th, 1896. In religious faith he is a Methodist.

## **Hon. S. C. Wood.**

*Vice-President of The Imperial Life Assurance Co. of Canada.*

Honorable Samuel Casey Wood is a Canadian, having been born at Bath, in the County of Lennox, Ont. Educated at his native place, he became a School Teacher, and subsequently engaged in mercantile life. He filled various municipal offices, including that of Township Clerk, Mariposa, and County Clerk and County Treasurer for the County of Victoria. He was also Chairman of the High School Board, Lindsay, Ont., and a member of the Council of Public Instruction.

Returned to the Ontario Legislature in 1871, he sat there until 1883, holding office under Sir Oliver Mowat successively as Provincial Secretary and Registrar, as Commissioner of Agriculture, and as Provincial Treasurer. He was Chairman of the Ontario Agricultural Commission, 1881.

He is a Director of the Western (Fire) Assurance Company, of the British America (Fire) Assurance Company, and of the Canada Accident Assurance Company, and Vice-President of the Toronto General Trusts Corporation. Politically, he is a Liberal, and in religion, Anglican.

## Restored Policies.

The revivals for May were not as large as we had looked for. We must, when striking together for new business, also strike with a sure aim to retain it.

The first half of 1903 is nearing to a close—let the last month's "Record of Revivals" be a record breaker.

### **MAY—1903.**

	Amt. of policies revived.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
Head Office.....	\$6,000	1	\$216.00	1	5
St. John.....	5,000	2	162.75	3	4
Brandon.....	4,000	3	167.00	2	1
Brockville.....	2,000	4	64.25	4	1
Ottawa.....	1,000	5	40 20	5	3
Sault Ste. Marie.....	1,000	5	30.60	6	3

## Strike While the Iron is Hot.

Many a policy is bought solely because it is regarded as a good investment, but usually life assurance is taken by the head of the family to perpetuate his earning capacity for the benefit of his family. It is the best there is in a man that impels him to buy a life policy, and it is during his first interview with the agent that his impulse is strongest in that direction. *It is during the first interview* that the arguments of the agent have the greatest weight, when his personality counts for most, when the prospective applicant is most receptive, and when the agent will have the best chance to convert his good intentions into hard cash, payable to his wife and babies after he is gone.

It is important that you *should prepare yourself thoroughly for this first interview*, so as to make it, if possible, not only your first, but your last, instead of preliminary to a series of visits, each taking up time and leaving you further and further away from the closing point.

Don't go at a man blindly; better spend a day looking up information concerning one man than to blunder on a dozen you know nothing of. Then, when you talk, do it intelligently; it will fit the case exactly, *and right then is your time to get the application signed.*

Writing the application at the first interview is, with most agents, the exception; it should be the rule.

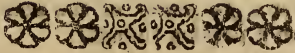
Agents are too easily put off. One man says: "Your talk is the best I have ever heard. I like you and the plan suits me, but I want to think it over. Can't you call to-morrow?" "Why, certainly," says the agent, and lets his opportunity slip. Instead of exercising a little tact and keeping on, he goes to his office and studies about what he will buy with his commissions.

The next day he returns and finds his man cold; the generous impulse has spent itself; he is his normal, selfish self, and the agent, having wasted his most effective shots, has ten times as much work to do as he would have had the day before.

*We should do less soliciting and more closing.* We should have no long list of "prospects." Let us either assure the lives of the men whose names are on our lists or draw a line through them.



# THE IMPERIAL LIFE



## AGENTS NEWS

Vol. 4—No. 23. Published by The Imperial Life Assurance Co. of Can. (29—6—03)

### THE SECOND HALF OF 1903.

When the figures for the past six months are published, they will show that we have just completed the most successful first half year in the Company's history. The accepted applications will aggregate over \$2,000,000—a substantial increase over those for the same period of any previous year. \$500,000 is the amount required during each one of the following six months to attain our aim of \$5,000,000 for 1903. Can we secure it? Undoubtedly, if every Imperialite will so determine. Every month must yield its proportion. Let us start out to-day, determined to

**MAKE JULY YIELD \$500,000.**

### The Character of the Agent in the Field.—Concluded.

A necessary part of the foundation of success in life assurance is *Tact*. It is not so much education or fluent conversation that wins in life assurance. Too much talk has ruined many a prospect. The agent who lets the applicant do the talking and who, when the proper time comes, speaks the fitting word, is often the most successful. The ideal agent will always be polite, courteous and dignified. He will present his points in a few well chosen words and watch their effect. The agent who is patient, polite and tactful is the agent who succeeds.

It goes without saying that an agent should be a man of good habits. The day has gone by when a man who is careless in his habits can succeed in business, and that is particularly true where the nature of the business brings one in personal contact with the men from whom he solicits and expects to obtain patronage. An agent should be particular about his personal appearance, never overdressed or flashily dressed, but always cleanly, neatly and well dressed.

In closing, I may say that while the character of the agent in the field is not always what it should be, the history of The Imperial Life, and the esteem in which it is held throughout the Dominion, and its low lapse rate would indicate that the character of its agents has been and is above the average. If all the efficient men now in its service and all who come to it in the next five or ten years could be retained, such an army of defenders would insure a measure of success that would place it beyond comparison and beyond the reach of competition.



## A Business Policy.

In the last issue of the NEWS, we drew attention to a large partnership insurance which had lately been issued upon an application received through the Montreal Agency. In this issue we give a *fac-simile* of the policy, and recommend our representatives to give it more than a passing thought.

This policy is issued upon the lives of three merchants, the members of a firm, and provides for the payment of \$25,000 to the firm at the end of 15 years, or upon the first death amongst the assured lives. The firm is thus protected against financial loss through the death of any one partner, and should they all survive the 15 years, a substantial addition to their capital becomes available.

Partnership insurance is increasing in popularity every day, and, realizing this, some of our agents are devoting no little time to the cultivation of the field. Its many advantages to a firm are very apparent, and can be most convincingly expressed. It provides against the withdrawal of capital occasioned by the death of a member of a firm; it provides a reserve fund (loan value) that can be drawn upon should necessity arise; strengthens the credit of a firm as nothing else can; in fact it is the most accommodating asset a firm can hold.

Imperialites all over the field will do well to keep this form of insurance in mind and present it on every possible occasion.

## Assessment Insurance.

(From the Bulletin Chart)

The following table, deduced from the *Bulletin Assessment Chart*, gives the new business and lapses for 1902 of a number of the leading Assessment Societies:

	New Business.	Lapses.	Percentage of Lapses of New Business.
Ancient Order of Foresters.....	\$111,581	\$77,582	70.
A. O. U. W. ....	4,072,000	2,933,000	72.
C. O. Foresters.....	7,736,000	2,246,875	29.
Can. Ord. of Oddfellows .....	355,450	277,550	64
Chosen Friends ....	2,505,000	1,437,000	57.
Commercial Trav. Mut. Benefit....	34,000	541,000	1391.
Home Circles.....	1,655,500	625,500	38.
Independent Order of Foresters....	24,509,500	13,220,000	54.
Maccabees .....	75,074,000	28,705,000	38.
Knights of Pythias .....	13,910,500	10,042,000	72.
Oddfellows' Relief Assoc'n.....	1,707,750	396,750	23.
Orange Grand Lodge .....	709,000	323,000	45.
Royal Arcanum .....	49 760,000	14,342,500	29.
Royal Templars .....	407,000	425,000	104.
Woodmen of the World .....	1,423,000	725,000	51.

## The Life Insurance Man.

Mr. Geo. R. Hamilton, of London, sends the following contribution to the NEWS regarding the life insurance man:

Life insurance men remind us ;  
 We can make our wives sublime,  
 And departing leave behind us ;  
 Widows worthy of our time.  
 We can give them such a send off,  
 On the life insurance plan ;  
 Then when our departure ends off,  
 They can scoop some other man.

# The Imperial Life Assurance Company of Canada

Policy No. 10,112.

Sum Assured \$25,000

Ages 43, 41, 50.

Annual Premium \$1,968.40

## 15 YEARS NON-PARTICIPATING JOINT ENDOWMENT.

**THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA**, in consideration of the application for this Policy, hereby made the basis of this contract, and of the annual premium of *One Thousand Nine Hundred and Sixty Eight* 40/100 Dollars to be paid in advance, and of the payment thereafter at its Head Office of a like sum on the *1st* day of *May* in every year until *Fifteen* full annual premiums shall have been paid, or until the death of any one of the assured, should that event sooner occur, hereby assures the lives of—

**LOUIS JOSEPH CODERE, FRANCOIS XAVIER CODERE and JOSEPH MASSE,**

of *Sherbrooke*, in the County of *Sherbrooke*, and Province of *Quebec*, and promises to pay at its Head Office, to *Codere, Son & Co.*, of *Sherbrooke, Que.*, on the *First* day of *May*, A.D. 1918, or upon the prior death of any one of the assured to *Codere, Son & Co.*, the sum of

## TWENTY-FIVE THOUSAND DOLLARS,

upon the receipt and approval of the proofs of the survivance of all or of the death of any one of the said assured during the continuance of this contract, and of the age (if not previously admitted), of each of the assured, and upon the title of the person claiming the money being satisfactorily shewn and upon the surrender of this Policy to the Company with a valid discharge therefor.

**THIS POLICY SHALL** be indisputable after one year from its date of issue (except in case of fraud) if premiums have been duly paid, the age of each of the assured has been correctly stated, and the condition regarding Naval and Military service complied with.

**THE PRIVILEGES AND PROVISOS** printed and written by the Company on the other side of this Policy and on the succeeding pages hereof are hereby made a part hereof as fully as if the same were herein stated over the seal and signatures hereto affixed.

**NO PROVISION OF THIS POLICY** can be changed, waived or modified except by an endorsement hereon, signed by the President, a Vice-President, Managing Director and Secretary of the Company, or any two of them.



**IN TESTIMONY WHEREOF** the President, a Vice-President, Managing Director and Secretary of the said Company or any three of them, have hereunto set their hands and caused the seal of the said Company to be hereunto affixed in the City of Toronto, this *Fourteenth* day of *May*, one thousand nine hundred and *Three*.



## Always Upward.

Have you read in the daily press regarding the fluctuations that have recently occurred in the market value of all investment stocks? The average value is from twelve to fifteen per cent. less to-day than it was a year ago. An Imperial life or endowment policy would possess a greater value to-day than a year ago. It will be greater next year than it is to-day. Life assurance costs more every year it is postponed. *Its value increases every year it is held.*

Mr. R. R. Garvin has been appointed District Agent of the Company at Smith's Falls, working in connection with the Ottawa agency. The *Rideau Record* has the following to say regarding the appointment:

"Mr. A. S. Wickware, of Ottawa, the manager of The Imperial Life Assurance Company for Eastern Ontario, has been in town for a few days on business for his Company. Yesterday he appointed Mr. R. R. Garvin agent for The Imperial in this district. If it is any satisfaction to the great Imperial Life Assurance Company, we may assure it that the appointment has the heartiest approval of the *Record*. Mr. Garvin is the very kind of man that ought to be in the insurance business—a candid, conscientious, capable man, a man of good address and good repute. He has been engaged in one form of insurance work, that of organizer for the Canadian Order of Foresters and so knows just how to take a life in the easiest and most approved way. He will have the work here that Mr. Wickware formerly had, and if he keeps the pace set him by that most successful of insurance agents, it may not be long until he follows him into larger fields. Here's success to both of them and to the Imperial Life."

We recommend this method of starting new representatives to our Provincial and District Managers, as it immediately gives the agent a standing in the community, and makes his business known.

### Letter to Policyholders.

Following our usual custom at this time of the year, the enclosed letter has been mailed to each one of the Company's policyholders, together with a copy of Form No. 420, "Government Supervision of Life Assurance."

It is confidently believed that, if our communication is closely and judiciously followed up by a personal interview, Imperial representatives will secure some excellent business, and the Company's prestige will be materially increased. As a large number of applicants to The Imperial already hold policies in other companies, it is quite natural to assume that a number of Imperial policyholders apply for assurance to other companies when they could easily be persuaded to increase their assurance in The Imperial. Let us make a special campaign amongst our present policyholders, and endeavor to see as many of them in July as possible, and many duplicate applications will unquestionably result.

### A Challenge.

Mr. E. S. Miller Writes:

MONTREAL, QUE., June 15th, 1903.

T. BRADSHAW, ESQ., *Secretary.*

DEAR SIR,—I notice by the supplement to the AGENTS' NEWS, No. 21, that this very young branch is complimented by the expressed opinion of the Executive regarding no less than fifteen "eligibles" for the July "Honor Roll."

While we can hardly hope to fulfill your sanguine expectations (which aggregate 21.12% of the total names) we will, nevertheless, issue a challenge to any other branch of the Company to beat us in percentage proportion of "arrivals" to the total of the "Honor Roll."

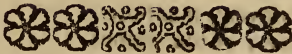
Yours to the finish,

E. S. MILLER, *Provincial Manager.*

We wrote Mr. Miller, asking him to make his challenge apply to the July Honor Roll, to which he has agreed. Montreal Agency, therefore, challenges the other agencies for the greatest number of names on the July Honor Roll. Who will take this up?



# THE IMPERIAL LIFE



# AGENTS NEWS

Vcl. 4—No. 24. Published by The Imperial Life Assurance Co. of Can. (6—7—03)

## THE SUMMER CAMPAIGN.

### July and August Two Good Canvassing Months.

There seems to be a feeling prevalent amongst life assurance solicitors that the summer months are “dog days” and consequently the business of a majority of the companies shews a decided falling off during July and August. Why this feeling is so prevalent it is hard to understand, as it is a condition caused entirely by the agents themselves.

The summer months of 1902 yielded us a very satisfactory business—almost three-quarters of a million. July and August 1902 were not “dog days” with Imperialites,—in fact it was just the opposite with a large number.

The Summer Campaign this year should yield one million dollars, \$500,000 for each month. There is no reason why we should not be successful, if every Imperialite will put his heart into the work. Let us reap while others are resting and our harvest will be all the larger and all the easier to garner.

## Rothschild's Rules of Success.

The following rules of success of Baron Rothschild are taken from Mr. T. S. Knowlson's *Art of Success* :

- A**ttend carefully to the details of your business.
- B**e prompt in all things.
- C**onsider well, then decide positively.
- D**are to do right ; fear to do wrong.
- E**ndure trials patiently.
- F**ight life's battles bravely, manfully.
- G**o not into the society of the vicious.
- H**old integrity sacred.
- I**njure not another's reputation or business.
- J**oin hands only with the virtuous.
- K**eeep your mind from evil thoughts.
- L**ie not for any consideration.
- M**ake few acquaintances.
- N**ever try to appear what you are not.
- O**bserve good manners.
- P**ay your debts promptly.
- Q**uestion not the veracity of a friend.
- R**espect the counsel of your parents.
- S**acrifice money rather than principle.
- T**ouch not, taste not, handle not, intoxicating drinks.
- U**se your leisure time for improvement.
- 'X**tend to every one a kindly salutation.
- Y**ield not to discouragement.
- Z**ealously labor for the right, and success is certain.

## Keep on Fighting.

If things seem a little blue,  
Keep on fighting;  
Stay it out and see it through—  
Keep on fighting.  
Do not give up in despair,  
There will be a chance somewhere ;  
Skies to-morrow will be fair—  
Keep on fighting.  
Is the struggle hard and long ?  
Keep on fighting.  
Face the music and be strong—  
Keep on fighting.  
Show you're game and proud of it ;  
That you're not the sort to quit ;  
That you have old-fashioned grit—  
Keep on fighting.

## A Progressive Spirit.

Mr. J. A. Robinson, Manager for Newfoundland, is one of our progressive Managers, eager to grasp every opportunity that presents itself. The Methodist Conference met at St. John recently and he has mailed a strong circular to each member, setting forth the many valuable advantages of an Imperial policy. Good luck to you in this venture, Mr. Robinson.

## **Tackle the First Man You Meet.**

Skill born of experience has taught some assurance solicitors to know, the moment they meet a man, whether or not it will be possible to interest him in the subject of life assurance. With Coleridge's Ancient Mariner they can say:

I pass, like night, from land to land;  
I have strange power of speech;  
The moment that his face I see,  
I know the man that must hear me:  
To him my tale I teach.

But as not all canvassers have the ability to take a man's measure at first sight, an excellent rule to adopt is that recently given by a well known life assurance man, which is: "Tackle the first man you meet."

Of course, common sense must be used in following out this advice. If the first man the Agent meets happens to be hurrying to catch a train, it would certainly be "rubbing the cat the wrong way" to tackle him then and there. That's not the idea. It simply means that instead of soliciting assurance only from persons to whom he bears a letter of introduction or with whom he has an appointment, the Agent should look upon every man he meets as a prospective applicant, and endeavor, before parting from him, to learn whether he can secure his application. If he is already assured, he may be in the market for additional assurance; at any rate, it will do no harm to tackle him for it.

If you have not tried this plan you will do well to put it into effect. Many Imperialites make a decided success of it. Why not you?

## **Selection of Risks.**

It is the aim of the Imperial's Executive to accept every proposal for assurance presented, either for the plan of assurance sought, or if that is impossible, on account of a defect in the life or family history, upon some modified system which will safeguard the other members and the interests of the Company, in the light of the deficiencies found to exist.

It is realized that it is exceedingly difficult to induce an applicant to agree to a modification of the original terms of assurance, and therefore, such a course is only suggested after the Executive has given the case most exhaustive and careful consideration.

These remarks are made in view of a communication recently received criticising the Company for refusing to accept an applicant of the age of 40 on the Whole Life System, who was considerably over the standard weight, and whose family history shewed an apoplectic tendency. The experience of life companies with persons of this type is that they do not live out their expectancy. In order, therefore, to protect the Company, a 15 Year Endowment Policy was proposed, which would terminate the Company's risk on the life at the age of 55. If the Company ignore past experience all the other members of the Company must suffer—that is to say, their insurance must be more costly, for a heavier mortality would result, and a consequent diminution in profits take place.

Another communication, from a Provincial Manager, will indicate the great caution required in acting upon applications. The applicant in this case had an attack of pleurisy some two years previous to the time of making the proposal. The experience of pleuritics is that at least 50% of them ultimately die from lung disease, and a large proportion pass away shortly after the attack. The Company would only accept this life with a lien of one-half the policy, reducible in equal annual amounts during the succeeding ten years. The letter referred to advised that the applicant died a few weeks ago from pneumonia. He had refused to accept the modified form of policy, and consequently the Company was freed from loss, but the particular point to be emphasized in this case is that the suspicion of lung disease developing shortly after the attack of pleurisy proved to be an actuality, thus justifying the Company's action.



## **The Same Old Story.**

Procrastinators will do well to consider the following lines :

At thirty man suspects himself a fool,

Knows it at forty and reforms his plan ;

At fifty chides his infamous delay,

Pushes his prudent purposes to resolve in all the magnanimity of thought,  
Resolves, then re-resolves, then dies the same.

## **First, Quality, then Quantity.**

The Officers of the Imperial Life are desirous of receiving the largest amount of new business possible, yet no application should be sought unless there is a moral certainty that at least the first annual premium will be paid in cash. Unpaid-for business creates an undesirable and unhealthy temporary inflation. It leaves a markedly bad impression with the Officers of the Company concerning the agent responsible for it, and further, it enables competitors to make capital at our expense, of the consequent unsatisfactory disclosures in the Company's sworn report to the Government; moreover, much valuable time and money are lost, not only to the agent but to the Company. If an agent doubt the ability of a prospective applicant to pay at least his first annual premium, it is time and money wasted to pursue the case further—it is his bounden duty to immediately seek other prospects of a more satisfactory and inviting character. The agent's valuable time is wasted, the Company put to the expense of medical examination fee, cost of carrying the risk, cost of making the many entries in its records, cost of correspondence, etc. A note taken from an applicant who is "doubtful pay," wastes the time of the agent in endeavoring to collect it and prevents him from throwing his energies into the securing of new business and the developing and uplifting of his agency.

Let us put down briefly the effect of an uncollectible note:

- 1 Agent's time in securing the application lost.
- 2 Some good prospect probably lost.
- 3 Cost of medical fee lost.
- 4 Cost of Head Office considering the case lost.
- 5 Cost of Head Office writing the policy lost.
- 6 Cost of Head Office making entry in records lost.
- 7 Cost of Company carrying risk during the currency of note lost.
- 8 Agent's time lost in trying to collect note, which might have been employed in securing a good application.
- 9 Head Office's time lost in trying to collect note.
- 10 A undesirable inflation of the Company's business.
- 11 A high termination rate in Government Report, out of which competitors can make capital.
- 12 An unenviable and undesirable record for the agent.

The agents of the Imperial Life, speaking generally, have been fortunate in their selection of applicants. It is, however, regrettable that this cannot be said of all.

The Imperial Life wants all the good paying business its representatives can obtain. It does not, however, desire a single risk in respect of which at least the first annual premium will not be promptly paid when due. It should be the imperative duty of every Imperial Life agent to first determine, when canvassing a prospect for assurance, if he is well able to pay the first annual premium. If not, the canvass should be judiciously brought to a close.

# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4—No. 25. Published by The Imperial Life Assurance Co. of Can. (13—7—03)

### Canada's Prosperity Means

#### The Imperial Life's Prosperity.

Never before in the history of Canada has the outlook been brighter or more hopeful. Every condition in every Province emphasizes this view; Statesmen, Bankers, Merchants, Manufacturers and Agriculturists speak in glowing terms of what has been accomplished, and of the possibilities in store. Bank circulation is increasing at the rate of over \$1,000,000 per month, which is an infallible indication of the activity of the business of production. Bank deposits are being added to at the rate of over \$3,000,000 per month—a substantial proof that the savings and resources of our people are greatly increasing.

The Canadian fiscal year, which ended on the 30th of June, shews a foreign trade aggregating approximately over \$450,000,000 of money, or \$35,000,000 greater than the total for 1902, and nearly double the total for 1896—a positive assurance of the continuance of business prosperity and activity.

The crop area has been very largely increased this year. The latest reports state that the total acreage under cultivation in Manitoba and the North West Territories, is about 4,700,000—an increase of over 640,000 acres compared with 1902,—with a probable grain yield of 150,000,000 bushels, or an increase of 21,000,000 over that of 1902. From present indications not only will the crop in the West be the largest and most profitable that has ever been reaped, but the same remarks can be made in respect of the crop in every portion of Canada.

Manufacturers are taxed to their utmost to meet the demand for their goods. At no previous period has such a ready and profitable market existed. Salaries of employees have never been so high; they have never had as much surplus wealth as they have to-day.

Tremendous railway undertakings by Government and private capital have been announced, and are proposed to be pushed forward with great rapidity; moreover the statement has been made, that everything used in connection with the construction and equipment of this great national undertaking is to be manufactured and purchased in this country, if at all possible. This, in itself, means an assured activity in laboring and manufacturing circles for at least the next five years, and the spending of many millions of money in this country amongst all classes. The work being national and trans-continental in its character, the beneficent effects will be shared by every community throughout Canada. What does all this mean to the Imperial Life and its representatives?



During this great Nation building period, and during this time of magnificent extension and great commercial activity, it behoves each representative of the Imperial Life to see to it as he has never done before that The Imperial Life's interests shall not lag, that this well founded, aggressive and enterprising Company shall share fully in these "growing times." How can this be accomplished?

At no period in the history of The Imperial Life have times been so propitious for its representatives. Today is their harvest time, and if they will put into their work that ordinary labor, intelligence and perseverance which others are putting into their work, they and the Imperial Life must prosper as the nation is doing.

We look forward to the last six months of the year yielding us a larger volume of business than any similar six months in our history. With each one determined to do his best the success which we anticipate between now and the 31st of December will be an accomplished fact.

### **The Month's Business.**

For the six months ending the 30th June, 1902, we issued \$1,853,904 of assurances. For the same six months of 1903 we issued \$2,099,600—an increase for the first six months of 1903 of \$245,696, or about 12½%. The Directors and Officers of the Imperial Life consider this a very satisfactory progress and take this opportunity of thanking the field staff for their strong and successful efforts. While we had aimed at securing a larger volume of business, yet it must not be overlooked that the greater part of the year's business is done in the last six months. We lack \$400,000 of the \$2,500,000 which we had aimed at obtaining by the 30th June. This is not such a large amount but that it could be made up during the coming months, and we feel confident that it will be the aim, the desire and the earnest effort of every Imperialite to have this done. The month of July has generally been a good month for life insurance with the Imperial Life. Last July we obtained \$277,000 of new business. This July, after due careful consideration, we believe should net us \$500,000. With the magnificent staff, the splendid outlook, and the unexcelled standing of The Imperial Life, this should easily be accomplished. Let us all—Head Office staff, Provincial Managers, District Managers and Agents—take advantage of the conditions present and, using our very best endeavors, make the month of July without doubt a \$500,000 month. This can surely be done by persistent effort on your part in securing names "on the dotted line" at the foot of the application form.

### **\$3,950 Life Insurance—\$50 Personal Effects.**

The enclosed clipping from the Toronto Star of July 8th, 1903, is one of the strongest arguments in favor of life assurance that we have ever come across.

He Left \$4,000.

"Florence Amelia Tattersall of this city petitioned for administration in the Surrogate Court this morning of the estate of her late husband, Richard Brooke Tattersall, who died intestate on April 22.

Deceased left an estate valued at \$4,000.50, of which money secured by life insurance amounts to \$3,950.50 and clothing and personal effects to \$50."

How would Mrs. Tattersall have been able to have struggled along during the balance of her lifetime on "personal effects of \$50." Those who would only leave "\$50 of personal effects" should be immediately introduced to an Imperial Life policy.



## The Folly of Lapsing.

*re Policy No. 8852, E. Carpentier.*

The following letter from our Territorial Manager, Mr. T. M. Grover explains itself:

Regina, July 3rd, 1903.

Gentlemen:—

I beg to report the death of Mr. Eustache Carpentier of Manor, Assa. His policy lapsed on April 3rd, 1903, on account of non-payment of second note.

The most pathetic circumstance in this connection is the fact that during my recent visit to Candruff, Mr. W. I. Richardson, our Local Manager, and myself, drove out and tried to effect a settlement with Mr. Carpentier. He was unable to meet the amount, and told me he would pay the note on the first of August. I remember distinctly remarking to Mr. Carpentier "that he was assuming the risk of some unforeseen accident or occurrence in life from the date the policy lapsed until he effected its restoration." It appears the unexpected has transpired much sooner than he expected. Mr. Richardson's telegram simply states "Eustache Carpentier dropped dead. What can we do about his insurance. Answer at Manor." I have written for full particulars and will advise you at a later date. This is only one example out of hundreds that are daily occurring, of the uncertainty of life.

Yours truly,

T. M. GROVER, *Territorial Manager.*

It is our great regret that Mr. Carpentier failed to apply for the restoration of his policy when solicited to do so. Of course, we could not, in justice to our policyholders, recognize any liability.

## NOTES.

We congratulate **Mr. A. H. Fair** upon leading the Honor Roll for the second time this year. Mr. Fair can always be counted upon for a splendid personal business.

**Mr. J. P. Beaudoin** and **Rev. A. W. Ross** are the only two Imperialites who have been on the Honor Roll every month of the first half. Who will make this record for the last half of 1903?

**Messrs. W. Simper of Balgonie, and H. Euteneier of Kronan**, both did splendid work for Mr. Grover last month. They each assisted in securing \$9,000 of business, the equivalent of \$4 500 of personal business, which, unfortunately, was just below the limit of the Honor Roll.

## The Inevitable.

It looks on the face of the returns as if the fraternalists have seen their best days. In 1902 the regulars issued 1,121,237 policies, the fraternalists 8,491,596; the regulars issued insurance amounting to \$1,853,768,539, the fraternalists \$1,022,380,457; the regulars closed the year with 4,361,044 policies, the fraternalists with 4,332,973; the regulars had insurance in force footing up \$9,088,723,885, the fraternalists \$6,374,471,930. The regulars gained \$902,099,141 in insurance in force and the fraternalists \$471,805,099 in 1902 over 1901. The fraternalists are not holding their own. As a whole they are no doubt honestly and economically managed but their rates are not up to a loss paying standard and they are inevitably falling behind.—*Insurance Topics.*

## **Honor Roll for June, 1903.**

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business will be credited one-half to each of the two agents.

(2) The agents will be ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there will be a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
A. H. Fair, Halifax, N.S.....	41,000	1	1,663.15	1	4
J. P. Beaudoin, Montreal, Que. ....	27,000	2	1,130.25	2	6
R. W. Day, Edmonton, Alta. ....	21,000	3	674.25	4	1
S. P. Saunders, West Indies .....	20,000	4	841.20	3	4
E. S. Miller, Montreal, Que.....	20,000	4	671.50	5	2
A. S. Wickware, Ottawa, Ont.....	18,000	6	611.50	7	3
J. A. Labelle, Joliette, Que .....	16,250	7	666.40	6	2
Rev. A. W. Ross, Portage La Prairie, Man.	12,000	8	428.20	9	6
W. H. Seymour, Hamilton, Ont.....	11,000	9	387.55	10	3
T. M. Grover, Regina, N.W.T.....	11,000	9	436.20	8	2
J. W. W. Stewart, Vancouver, B.C.....	10,000	11	366.35	11	5
J. B. Cooke, Kingston, Ont.....	8,000	12	327.55	12	3
W. A. Gibson, Fredericton, N.B.....	8,000	12	285.30	13	3
T. Beaudry, St. Jean de Matha, Que....	6,750	14	242.80	16	1
H. V. Fieldhouse, Neepawa, Man.....	6,000	15	167.35	21	1
Geo. R. Hamilton, London, Ont. ....	5,500	16	274.30	14	1
H. B. Andrews, Toronto, Ont.....	5,500	16	220.05	19	3
J. C. Gass, Shubenacadia, N.S. ....	5,000	18	176.45	20	2
A. Le Ray, Montreal, Que.....	5,000	18	236.50	18	1
N. D. Bell, Port Elgin, Ont.....	5,000	18	164.90	22	2
J. S. Wallace, Winnipeg, Man.....	5,000	18	245.50	15	4
A. Duncan, Petrolea, Ont .....	5,000	18	238.95	17	1
J. F. Gauvreau, Quebec, Que.....	5,000	18	131.50	23	3

## **Contributions.**

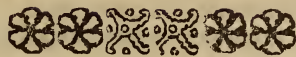
Some representative of the Company in Montreal makes a suggestion as to what *should not be* contained in the "Agents News." As the writer has not disclosed his name, the Editor takes this opportunity of asking that he will be good enough to suggest *what should be inserted* in the "Agents News" from time to time, and to submit contributions that he thinks will be of assistance to the field staff. Not only is this remark intended for our anonymous correspondent, but the Editor would be pleased to receive suitable contributions from any reader at all times.

## **Standing of the Agencies for June.**

- |                       |                        |
|-----------------------|------------------------|
| 1—Montreal, Que.      | 9—Hamilton, Ont.       |
| 2—Halifax, N.S.       | 10—Kingston, Ont.      |
| 3—Vancouver, B.C.     | 11—Port Elgin, Ont.    |
| 4—Ottawa, Ont.        | 12—Brighton, Ont.      |
| 5—St. John, N.B.      | 13—Newfoundland.       |
| Winnipeg, Man.        | 14—Belleville, Ont.    |
| 6—Head Office Agency. | Port Hope, Ont.        |
| 7—Regina, N.W.T.      | St. Catharines, Ont.   |
| West Indies.          | 15—Brockville, Ont.    |
| 8—London, Ont.        | Sault Ste. Marie, Ont. |

# THE IMPERIAL LIFE

## AGENTS NEWS



Vcl. 4—No. 26. Published by The Imperial Life Assurance Co. of Can. (20—7—03)

### The July Business is Falling Behind.

The business for the first half of July, 1903, is not as large as that for the first half of July, 1902.

There seems to be an unaccountable listlessness in our agency force this month.

Some days we only receive three or four applications at the Head Office.

### What is the Reason for the Shrinkage this Month?

Not once before this year have two weeks' efforts yielded such small results as have been accomplished during the first half of July, and we are, to say the least, astonished at the small business being received from some agents. Agencies that have been in the habit of sending in \$10,000 of applications at a time, are only sending in \$1,000 or \$2,000, and other agencies that have always sent in a steady line of applications have not yet been heard from. What is the reason for this? What has caused the general non-productiveness in our Agency Staff?

We have still practically two weeks left in July in which to make a success of the month's business. What will we do during these 14 days? Are we going to work along in the same way as during the past two weeks, or are we going to *get right down to work and make results come?* What are you personally going to do? Each agent must determine what he will accomplish, but let us each remember that upon our individual efforts, the success or non-success of the July campaign depends.



## **A Gilt-Edge Investment.**

THE INCOME BOND ISSUED BY THE IMPERIAL LIFE.

*Everything Guaranteed.*

Age 30. 20-Year Endowment Income Bond. Twenty Instalments,  
Amount, \$10,000. Annual deposit, \$333.00.

At age 50 you will receive an income of \$500 annually for 20 years, or this income will be paid to your wife or estate for 20 years in case of your prior death. At the maturity of your bond (age 50) the Company guarantees to pay cash for it if desired, \$7,660.00.

If you live to make all the payments, you will have paid the Company \$6,660, and the Company guarantees to pay you \$500 annually for twenty years (\$10,000 in all), or \$7,660 cash in one payment. This policy guarantees liberal cash, loan and paid-up values after the third year.

At the end of the 5th year you can obtain a paid-up Bond for \$2,500.

At the end of the 6th year you can obtain a paid-up Bond for \$3,000.

At the end of the 8th year you can obtain a paid-up Bond for \$4,000.

At the end of the 11th year you can obtain a paid-up Bond for \$5,500.

At the end of the 14th year you can obtain a paid-up Bond for \$7,000.

At the end of the 17th year you can obtain a paid-up Bond for \$8,500.

At the end of the 19th year you can obtain a paid-up Bond for \$9,500.

Rate at age 28, \$331.50

Rate at age 38, \$343.00

" " 32, 335.00

" " 40, 347.00

" " 34, 337.00

" " 42, 352.50

" " 36, 339.50

" " 44, 359.00

See pages 199 and 205 of Manual of Rates.

*This is a splendid Special Contract to push during July and August.*

## **Your Best Only is Required.**

If you are "not equal" to \$100,000 per annum, don't quit; \$10,000 or \$20,000 will make a record for you. That kind of business makes up the bulk of the entire field.

## **Sure and Steady Wins the Race.**

The steady flow of business done by an agent is the business that counts. The tortoise got there while the hare was resting from his hard pushing.

## **Personal Responsibility.**

Things will come out all right if you do your share toward making them head that way. Otherwise not.

## **To-Day, To-Day—There is no To-Morrow.**

Now is the accepted time. Now is the day for applications. Hustle, to-day.

## Death Claims Recently Paid.

The following is a list of the most recent death claims paid by The Imperial up to July 1st, 1903:

Name.	Occupation.	Address.	Amount of claim.	Premiums paid accumu'd with bank interest.	Difference.	Time in force. Y. M.
Gillis, D. J.	Book-keeper.	Lower Stewiacke, N.S.	\$1,000	191.40	808.60	4-0
Lister, R. B.	Constable	New Westminster, B.C.	1,000	110.58	889.42	4-1
Donaldson, B. J.	Farmer	Strathroy, Ont.	2,000	358.24	1,641.76	2-5
Rose, Thos.	Laborer.	Huntsville, Ont.	1,000	30.14	969.86	0-6
Harris, W.	Implement Agent.	Tilsonburg, Ont.	1,084 †	179.76	904.24	2-5
McConnell, J. J.	Manufacturer	Neepawa, Man.	1,000	41.29	958.71	0-4
Thompson, T. C.	Accountant.	Fernie, B.C.	7,070 †	900.64	6,169.36	3-9
Steele, F. C.	Physician.	Bracebridge, Ont.	2,000	259.69	1,740.31	2-2
McBean, Geo.	Grain Merchant.	Montreal, Que.	2,000	526.70	1,473.30	4-8
Armstrong, W. A.	Merchant.	Perth, Ont.	2,500	410.93	2,089.07	3-2
Mewhiney, J.	Photographer	Branchton, Ont.	1,000	100.31	899.69	2-4
Cartier, A.	Watchmaker	St. Jerome, Que.	1,993 *	204.04	1,788.96	1-6
Brown, C.	Student.	Ottawa, Ont.	1,000	39.94	960.06	0-2
Lawson, W. C.	Student.	Griswold, Man.	1,000	243.65	756.35	4-9
McDougall, J. E.	Judge	Toronto, Ont.	4,803 †	2,801.37	2,001.63	4-9
Hoidge, S. E.	Plasterer	Toronto, Ont.	1,000	208.95	791.04	4-2
Mathews, F.	Farmer	Inverary, Ont.	1,000	135.42	864.58	4-7
Laursen, O. J.	Plumber	Vancouver, B.C.	1,000	47.26	952.74	1-0
Muir, G. E.	Coal Merchant.	Montreal, Que.	3,000	95.47	2,904.53	0-8
Barnhart, O.	Engineer	North Bay, Ont.	990 *	167.72	822.28	2-6
Walker, C. W.	Student.	Kingston, Ont.	500	14.09	485.91	0-11
Hamilton, W. H.	Druggist	Halifax, N.S.	883 *	284.93	598.07	3-5
				\$ 38,823	\$7,352.53	\$31,470.47

†Guaranteed additions. ‡Instalment Policy. \*Error in age.

The total amount paid was \$38,823, while the premiums received, accumulated with bank interest, amounted to only \$7,352.

The time for which the above policies had been in force is as follows:

5 had been in force less than 1 year; 2 had been in force between 1 and 2 years; 3 had been in force between 2 and 3 years; 3 had been in force between 3 and 4 years; 7 had been in force between 4 and 5 years. The average duration of the policies was 2 years and 8 months.

In only one case did the beneficiary receive less than twice the amount paid by the assured; in one case the amount paid by the Company was no less than 35 times the amount paid by the assured. Truly, life assurance was a remunerative investment for the estates of these men.

## **The Cheerful Spirit.**

Is there a life insurance man canvassing anywhere who hasn't run up against a case of the blues at one time or another in his field experience? I think not. We often talk about the most essential requisite for life insurance success, and there are varied opinions as to whether it be tact, enthusiasm, persistency, or what not; but it seems to me that a great deal of a man's success depends upon his enthusiasm and spirits.

No man can accomplish very much in this world who is out of sorts and out of harmony with life and his surroundings; who is grumpy; who goes about his work in a half hearted way, and mopes. Do you ever get blue after, perhaps, canvassing for some time and having repeated cases in which your prospect turns you down? Do you ever begin to wonder whether there is anything in the life insurance business after all; whether you are suited to it; whether everybody is not insured, etc.?

One of the greatest requisites in life insurance is to have, to cultivate—for it can be cultivated—an enthusiastic and cheerful spirit, a spirit that rebounds like a rubber ball when it goes against anything hard; that takes with a smile the hard knocks of the world; that is able to throw off temporary discouragements. Cultivate that sort of a spirit, and even if all the prospects you have banked on to close in July should fail, you can still say, cheerfully: "Never mind—there are just as good fish in the sea," and keep at it pluckily along that line!

There is nothing, positively nothing, to be gained by getting blue, becoming discouraged, or believing that you are a predestined hoodoo!

Be cheery. Be optimistic. Be hopeful.

## **Standing of the Agencies for First Half of 1903.**

1. Montreal, Que.	11. Regina, N.W.T.	20. Sault Ste. Marie, Ont.
2. Head Office Agency.	12. Hamilton, Ont.	21. Belleville, Ont.
3. Vancouver, B.C.	13. Brockville, Ont.	22. St. Catharines, Ont.
4. Halifax, N.S.	14. Peterboro, Ont.	23. Brandon, Man.
5. St. John, N.B.	15. Newfoundland.	24. Guelph, Ont.
6. Winnipeg, Man.	16. Port Elgin, Ont.	25. Durham, Ont.
7. London, Ont.	17. Victoria, B.C.	26. Ingoldsby, Ont.
8. Ottawa, Ont.	18. Port Hope, Ont.	Waterloo, Ont.
9. West Indies.	19. Brighton, Ont.	27. Port Arthur, Ont.
10. Kingston, Ont.		

## **Restored Policies.**

The work of revivals still goes on, but all our representatives have not yet grasped the importance of it. The Company is desirous of seeing each one of its representatives as much interested in the revival of terminated policies as in the securing of new business. The retention of old business does not even take second place to the securing of new applications. Let us join hands and make a record for July.

Agency.	Amt. of Policies Revived.	Rank.	Premis.	Rank.	No. of times on Honor Roll.
Head Office.....	\$23 500	1	\$1,005.85	1	6
Vancouver .....	7,000	2	306.00	2	3
Kingston .....	2,000	3	73.65	3	3
Ottawa .....	2,000	3	72.40	4	4
Winnipeg. ....	2,000	3	66.25	5	5
St. John.....	1,000	6	31.40	6	5
Montreal.....	1,000	6	29.05	7	1



# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4—No. 27. Published by The Imperial Life Assurance Co. of Can. (27—7—03)

### Advertising.

The attached reading notices have been inserted in three Toronto papers—one in each—and have elicited a number of enquiries. It is recommended that our representatives insert one of them in their local paper. If the replies received are followed up closely, some good business will undoubtedly result. Do not insert the advertisement in any paper more than once, as that would turn it from a “news item” into an ordinary advertisement.

### **An Interesting Subject.**

To one who is considering making application for a life assurance policy, the pamphlet, “Government Supervision of Life Assurance in Canada,” issued by the Imperial Life, will be especially interesting, as indicating the many safeguards employed by the Dominion Government for the protection of policyholders. It also sets forth the unexcelled security behind the guarantees contained in Imperial Life policies. A copy may be obtained by addressing..... Agent, The Imperial Life Assurance Company of Canada.

### **Of Paramount Importance.**

Every person who contemplates applying for a life assurance policy is deeply concerned in the security of his investment. For the benefit of intending applicants, The Imperial Life has printed a short treatise on “Government Supervision of Life Assurance in Canada,” which sets forth the many safeguards employed by the Dominion Government for the protection of policyholders. A copy may be had by addressing..... Agent, The Imperial Life Assurance Company of Canada.

### **Government Supervision.**

“Government Supervision of Life Assurance in Canada,” is the title of an interesting pamphlet published by The Imperial Life. It sets forth the many safeguards employed by the Dominion Government for the protection of policyholders, and incidentally gives a few particulars regarding the security behind the guarantees contained in Imperial Life policies. It is of paramount interest to anyone who contemplates applying for a life policy, and a copy may be had by addressing..... Agent, The Imperial Life Assurance Company of Canada.

## **A Young Man's Assurance.**

It is a noteworthy fact that young men in Canada are availing themselves of the advantages of life assurance to a much greater extent than a few years ago—a fact that is bound to count greatly in favor of sound social and economic conditions in Canada in the future. As an illustration of this, we cite the following case :

In March, 1898, Mr. W. A. Black, of Halifax, then 20 years old, took out a 15 year Endowment policy in The Imperial for \$5,000, annual premium \$377.25. That Mr. Black has been well satisfied with his investment is evidenced by the fact that he has lately applied for, and received from, The Imperial a 20 payment Life, Guaranteed Security Policy for \$25,000, annual premium \$768.75, a copy of which is herewith given.

Let us consider briefly, some of the many valuable features of this policy :

(1) The premiums are strictly limited to 20 years—the most productive period of life—with the proviso that if death takes place within that time, premium payments cease.

(2) In the event of Mr. Black's death at any time during the first ten years of the policy, there will be payable to his estate, \$25,000.

(3) In the event of Mr. Black's death during the last 10 years there will be payable, in addition to the \$25,000, all premiums paid after the 10th premium. Thus, if death occurred during the 19th year, the transaction would stand :

Face of policy .....	\$25,000.00
Last 9 premiums.....	6,918.75

Total amount payable.....\$31,918.75

(4) If Mr. Black lives to the end of the 20 years, he will have paid to the Company \$15,375.00. He will then have the choice of any one of the following options :

**Continue Original Policy**, no further premiums to be paid, and

<i>a</i>	Receive the Accumulated Surplus in cash, estimated at.....	\$ 5,650
	and continue original policy, fully paid-up and still participating in surplus...	25,000
<i>or b</i>	Receive the Accumulated Surplus in paid-up life assurance (bonus addition), estimated at.....	10,775
	and continue original policy, fully paid-up and still participating in surplus....	25,000
	Total Life Assurance (fully paid-up) .....	35,775
	(Subject to satisfactory evidence of eligibility for life assurance).	
<i>or c</i>	Receive the Accumulated Surplus in an Annual Income for life, estimated at...	375
	and continue original policy, fully paid-up and still participating in surplus...	25,000

**or Discontinue Original Policy**, and

<i>d</i>	Receive in cash the entire Reserve, guaranteed.....	12,925
	and the Accumulated Surplus, estimated at ..	5,650
	"Total Cash Value" .....	18,575
<i>or e</i>	Receive the "Total Cash Value" in an Annual Income for life, partly estimated .....	1,200

These options will be available when he is 45 years of age—a time when probably a man can use capital to the best advantage.

(5) The policy provides for Cash, Loan or Paid-up Values at any time after three annual premiums have been paid. The policy is thus a tangible asset that Mr. Black can realize upon should necessity arise.

(6) After 10 annual premiums are paid, Mr. Black can allow the last 10 annual premiums to stand as a loan against the policy, and by virtue of paragraph (3) above, the full face value of the policy will be secured to his estate, should death take place before the end of the 20 years. The policy, therefore, cannot possibly lapse after 10 annual premiums have been paid.

(7) There is no restriction upon Mr. Black regarding residence or travel.

(8) The policy provides for a month's grace in the payment of premiums during which time it is in full force and effect.



# The Imperial Life Assurance Company of Canada

Policy No. 10,250.

Sum Assured \$25,000.

Age 25.

Annual Premium \$768.75.

## GUARANTEED SECURITY POLICY.

20 Annual Premiums.

Accumulative Surplus Period 20 Years.

**THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA**, in consideration of the application for this Policy, hereby made the basis of this contract, and of the annual premium of *Seven Hundred and Sixty-Eight 75/100* Dollars to be paid in advance, and of the payment thereafter at its Head Office of a like sum on the *1st* day of *June* in every year until *Twenty* full annual premiums shall have been paid, or until the death of the assured should that event sooner occur, hereby assures the life of—

**WALTER ALLAN BLACK,**

of *Halifax*, in the County of *Halifax*, and Province of *Nova Scotia*, and promises to pay at its Head Office, to the executors, administrators or assigns of the said assured, the sum of

**TWENTY-FIVE THOUSAND DOLLARS.**

upon the receipt and approval of the proofs of the death of the said assured during the continuance of this contract, and of the age (if not previously admitted), and upon the title of the person claiming the money being satisfactorily shown, and upon the surrender of this Policy to the Company with a valid discharge therefor.

The Company agrees during the currency of this Policy, provided there is no other lien or indebtedness hereunder and that the first ten years' premiums have been duly paid to the Company in cash, to lend the holder hereof, if desired, in the terms of its loan agreement form, the remaining premiums under the policy, when and as each of such premiums shall become due.

The Company further agrees that if this policy shall become a claim by death occurring after the policy has been ten years in force and before the date of the completion of the Accumulative Surplus Period, as set forth on the opposite page hereof, in addition to paying the principal sum assured as provided herein, to return all premiums of the eleventh and subsequent years, which have been paid hereon in cash, and to cancel all loans of such premiums (exclusive of interest unpaid or accrued) made upon the policy by virtue of the privilege contained in the preceding paragraph.

**THIS POLICY SHALL** be indisputable after one year from its date of issue (except in case of fraud) if premiums have been duly paid, the age of the assured has been correctly stated, and the condition regarding Naval and Military service complied with.

**THE PRIVILEGES AND PROVISOS** printed and written by the Company on the other side of this Policy and on the succeeding pages hereof are hereby made a part hereof as fully as if the same were herein stated over the seal and signatures hereto affixed.

**NO PROVISION OF THIS POLICY** can be changed, waived or modified except by an endorsement hereon, signed by the President, a Vice-President, Managing Director and Secretary of the Company, or any two of them.



**IN TESTIMONY WHEREOF** the President, a Vice-President, Managing Director and Secretary of the said Company, or any three of them, have hereunto set their hands and caused the seal of the said Company to be hereunto affixed, in the City of Toronto.



## Life Insurance—Its Value.

It is a curious thing that life assurance agents or canvassers have often much trouble in getting young men, or even middle-aged men, to perceive the value of a life policy or policies, whether as a means of thrift, through being stimulated to work and save to keep up payments, or whether as an investment, a safe place to put savings in order to get the benefit of them when older. Some assurance solicitors are able, occasionally to get a young and perhaps ambitious fellow to see that he would do well to husband his small but growing salary. But almost any agent can do better than this—he can get and pour into the mind of his intending applicant for assurance the testimony of people who are already assured.

*"I wish now I had made it double."* A contemporary cites a communication received from a pleased policyholder on the satisfactory maturing of a twenty-year endowment policy, thus: "My little investment has brought me nearly four per cent. on my investment besides life insurance for nothing for twenty years. I wish now I had made it double the amount, for one cannot get back the time he lives nor the money he wastes."

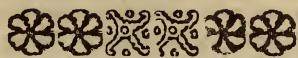
*Policies never fluctuate, but increase in value.* As an older instance of almost exactly the same sort from an older insurant, the Toledo "Bee" tells a story of what an elderly and rich man of that city confided to the writer. Said he: "I worked like a slave until I was forty-five years old to make a fortune, and have had to watch it like a policeman ever since to save it. My life assurance policies have really given me the least trouble of all my possessions. They have never fluctuated, but have steadily increased in value, have called for no watching on my part, and are worth more year by year. I took out the first ones in a half doubting way as to their ever being much good, except possibly to my family in case of early death. But I was young then. I have taken a good deal since as a protection to them and an investment for myself in order that I may have at least one line of securities that wouldn't keep me awake at night, nor my eye on the market reports by day. I suppose you would call me a pretty heavily assured man were I to tell you what I carry, but had I my life to live over I would cheerfully saddle myself with double the amount early in the game."

*Life Assurance versus Savings Bank.* A happy characterization of the sums of money paid in the shape of premiums on life assurance policies is made by the Argus, which calls them "enforced savings." That is to say enforced spontaneously and voluntarily by man upon himself. The value of such a habit of self-denial and regularity is very great, often keeping a man from needless and therefore wasteful spending. As the day approaches for renewal payment of premium, the feeling is "I owe so many dollars and cents on my life policies," not: "Now I am going to deposit so much in the savings bank." Comparisons are sometimes made between the latter useful institutions and life policies, but where, asks the Argus, "is the man who would keep up year in and year out for, say, a couple of decades, the habit of placing a fixed sum in the savings bank with the same regularity he would use in paying his life assurance premiums? Even if he did, and the chances are a thousand to one against it, it is still a fair subject for discussion as to whether or not he would be the gainer."

*Life assurance conduces to frugal and thrifty habits.* There is no economic or sociological force equal to life assurance in its results to the individual family, to society, and to the state. This principle is laid down and forcibly argued by L. G. Fouse, in the Underwriter's Review. It conduces, he contends, to frugal and thrifty habits essential in home building. "The periodical payment of life assurance premiums, which must be made or some sort of a penalty suffered, has frequently caused the indifferent or even improvident to form frugal and thrifty habits. Life assurance for protection is an unselfish act, intended to prevent dependents from becoming a public charge, which is a feature of good citizenship, and is essential in home building. The building of a home is more than mere bricks and mortar. It means the disposition and ability to provide. Death may cut off such provision, but life assurance steps in, in such event, to capitalize the home builder's expected labor of the future." So let the assurance agent labor to get the young, sanguine, pleasure-loving man to consider his way, and make provision during his years of able-bodied earning for the sere and yellow-leaf time, which comes to all of us if we live.

# THE IMPERIAL LIFE

## AGENTS NEWS



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Vcl. 4—No. 28.      Published by The Imperial Life Assurance Co. of Can.      (3—8—03)

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### To Imperial Representatives:

GENTLEMEN :—

Our esteemed Vice-President and Actuary, Mr. Bradshaw, left last week for a trip through the Western Agencies, and will be away from the Home Office until September 1st.

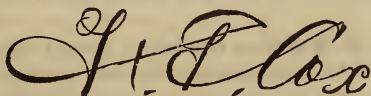
It has occurred to our Executive Committee that it would be a fitting tribute to Mr. Bradshaw, and a token of the appreciation in which we all hold him, if we could greet him on his return with the news that the business for August 1903 had overtopped the \$418,500 for August 1902—the largest previous August in the Company's history.

I recognize that this is a large undertaking for a summer month, but having accomplished such a splendid month's business last year, I see no reason why we should not do so again, when we have this special object in view. I know of nothing that would please Mr. Bradshaw more than this substantial token of our interest in the Imperial's welfare, especially if I could say to him that every member of our Agency staff had taken some share therein.

If you are with me in this undertaking, let me ask that **Every Imperialite** put forth the very best efforts of which he is capable, in order that each one may have some share in the grand total which we will accomplish.

Trusting that the prospects of **Every Imperialite** warrant him in promising at least one application during August, I am,

Yours very truly,



MANAGING DIRECTOR.



## **5 Per Cent. Income Bonds**

Income Bond Policies were devised for certain contingencies. These contingencies present themselves to every man at times; they jump up to face him in the form of questions that destroy pleasant thoughts, because, like the furies, they sit at the curtain and peer in: "Has my wife sufficient experience and knowledge to manage the estate I should leave her and my children? What if she should trust some reckless friend, or some sharper should swindle her and the children out of the property I have labored to provide for them, or she should make unwise investments which shrewd business men do not altogether avoid? Or suppose she should marry a second time, would my children become dependent on another? Are my children certain of an education and a fair start in life?"

These are very familiar questions, but when they run up against a Principal and Income Bond they shake their tails like little devils and go and play in someone else's back yard.

A policy of insurance which can summarily dispose of questions so natural as these is a power in the hands of an earnest solicitor. Notice how it covers every weak point with the shield of its protection:

- 1st. It provides a certain income for a certain number of years.
- 2nd. It provides a cash sum at the end of the income period equal to the sum of the income payments.
- 3rd. The cash sum can be changed to a life annuity.
- 4th. No marked depreciation can delay or decrease the stated income.
- 5th. No untrustworthy friend, no schemer, no carelessness, can wipe it out or diminish it.
- 6th. The cash sum, when the income has educated the children, will give them a start in life and business.
- 7th. A man can provide against his own old age with the same certainty as in the case of his family.
- 8th. *The Imperial Life Assurance Company of Canada—Annually Examined by the Dominion Government*—is your trustee, and charges no commission for carrying out your purpose.

Ordinary Life, Limited Payment, or Endowment forms spread its possibilities to meet the wishes and conveniences of every individual.

The policy answers the natural questions in the mind of every man.

## **Application Forms.**

Will such of our representatives as have a large supply of application forms on hand kindly return some of them to the Home Office. We will be issuing a new form about September 1st, and in the mean time the stock at Home Office is rather low.

**Mr. H. McSweeney** has lately joined Manager Geo. R. Hamilton's staff, and will look after the Company's interests in Leamington, Ont., and vicinity. We extend to him a hearty welcome to our agency staff.



Copy.

BROCKVILLE, July 24th, 1903.

JOHN CAWLEY, ESQ., *District Manager,*

The Imperial Life Ass'ce Co'y of Canada,

Brockville, Ontario.

DEAR SIR :—

I beg to acknowledge the receipt of your Company's cheque for \$500, the amount of the first instalment payable under policy No. 1274, on the life of my late husband, William Brace. I thank you, and through you the Company, for arranging a settlement of the claim without any unnecessary delay.

This policy was taken out by Mr. Brace more for an investment than for protection. He had paid to the Company on his policy five premiums totalling \$1,422.50, while I receive from the Company the full face value of the policy, \$5,000. The same amount invested in a savings bank would have merely been returned to me with interest. A comparison of the two results speaks volumes for the advantages afforded by life insurance.

Yours very truly,

(Signed)

ADELIA BRACE.

**Mr. S. R. Stewart** has been appointed District Agent for the Counties of Brant and Norfolk. Mr. Stewart has had a successful experience in life assurance work, and we expect him to bring Brantford Agency well to the front.

**Have you** inserted one of the reading notices, referred to in the last NEWS, in your local paper yet? Try it—it will bring good results.

#### **Advertising as an Agent's Aid.**

Advertising can never take the place of persistent soliciting, but you will find that a few dollars spent with the local paper, is one of your best investments. You need not expect that, through reading your advertisement, anyone will walk in and apply for a policy, but an advertisement will keep your name and the name of the Company—and these form a strong team—before the people among whom you expect to do business. You will thus be known to your prospective applicants even before getting a formal introduction to them, and you will be better able to canvas them through the practice gained in selecting matter for your advertisements.

Again, the printed word seems to carry an authority peculiar to itself. We all have a little in common with the Chinaman, who, it is said, believes that a statement would not be put in the enduring form of print if it were not true. And so your advertisement week after week not only reaches a larger number of people than you alone could, but it speaks to them with the authority of the printed page.

If a little printers ink is used during August, not only will it greatly assist you in the *special August campaign* which has been inaugurated, but it will yield good results during the balance of the year. Start in at once and let the people see that you are a live, progressive agent, representing a live, progressive Company. The Home Office is always pleased to suggest the kind of advertisement suitable to your district, and publishes special advertisements in the Agents' News from time to time.

**Mr. A. H. Fair**, of Halifax, did some good work in July. Five applications for \$20,000, personal business, were received from him in one day.

## "I'm Going to, Anyway."

When you've set your head to do it,  
When your judgment says you're right,  
When your conscience gives its sanction,  
Then pitch in with all your might.  
Don't let anything prevent you,  
Though the odds seem big and strong ;  
Every obstacle must vanish  
As the swift days roll along—  
If you set your jaw and say :  
" Well, I'm going to, anyway ! "

What's this life that we are living  
But a mighty hurdle race ?  
Every obstacle encountered  
Makes you quicken up your pace  
Till, with mighty bound triumphant,  
You come safely to the goal  
You had toiled for, you had longed for,  
In the center of your soul—  
When you set your jaw to say :  
" Well, I'm going to, anyway ! "

## The Flexibility of Life Assurance.

Do you recognize, at its true value, the flexibility of the life assurance policy of to-day ? Do you realize how the contract adapts itself to the varying state of the assurer's circumstances at any time ?

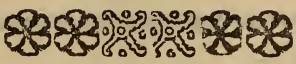
For example, suppose that twenty years ago a young man was unmarried and was drawing a good salary. He found it hard to save money, and therefore, took out a Twenty-Year Endowment to compel him to economize, and for the specific purpose of providing for his own mature years. But since then he has married, and now his policy is about to mature. He finds that his wife and children need the protection of life assurance more than he needs the cash value of his policy. He is still in good health and can take a paid-up policy for a much larger sum, payable to his family at his death. Now, this policy was taken out with quite a different idea in mind, but the assured's circumstances have changed, and, instead of taking the cash, he protects his wife and children, and has no fear for their future.

Again, a man may have taken out a *life* policy for the protection of his family. During the twenty years that have passed his children have become self-supporting, and he and his wife, at advanced ages, are now living alone. This policy was taken out for the protection of the family, but such protection is no longer necessary. This man, therefore, uses the Cash Value of his policy to buy an Annuity that will support both himself and his wife for the remainder of their lives.

These examples of how an assurance policy taken out for one purpose may be needed for another at the end of a period of years, might be continued indefinitely. The above two examples, however, will suffice to demonstrate that life assurance in The Imperial is now written so that if a man's circumstances are different at the maturity of the contract, to what, at the outset, he expected they would be, the policy adapts itself to suit his altered conditions. The policy is given perfect flexibility, and can be used to accomplish any desired end, even if it be diametrically opposed to the original purpose for which the assurance was taken.



# THE IMPERIAL LIFE



## AGENTS NEWS

Vcl. 4—No. 29. Published by The Imperial Life Assurance Co. of Can. (10—8—03)

### THE AUGUST BUSINESS.

The August business has started well, and promises, at the present rate, to make up a very acceptable total. Our representatives all over the field have enthusiastically fallen in with the idea of a Special August Campaign, and are "putting their shoulders to the wheel" in earnest.

It is the intention to hand to Mr. Bradshaw on his return, an "Honor Roll" containing the name of every Imperialite who contributed to the August business. We are very anxious that this list shall be as long as possible, believing that the larger the number of agents contributing to the business, the more acceptable it will be to him.

Every Imperialite, therefore, is counted upon to take a part in the August Campaign and help make it the decided success which we look for.



## Honor Roll for July, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
R. W. Day, Edmonton, Alta. ....	13,000	1	568 75	2	2
A. H. Fair, Halifax, N.S. ....	12,000	2	585 80	1	5
T. M. Grover, Regina, Assa. ....	10,500	3	430.55	3	3
J. C. Gass, Shubenacadia, N.S. ....	8,500	4	267.90	8	3
A. N. Reid, Belleville, Ont. ....	8,250	5	354.60	5	2
S. P. Saunders, West Indies ....	8,000	6	421.00	4	5
J. Cawley, Brockville, Ont. ....	7,000	7	231.10	10	5
Geo. R. Hamilton, London, Ont. ....	7,000	7	297 45	6	2
C. F. McTavish, London, Ont. ....	7,000	7	271.20	7	4
F. B. Springer, Vancouver, B.C. ....	6,000	10	204 75	15	3
J. S. Wallace, Winnipeg, Man. ....	5,500	11	205.60	14	5
F. A. Verge, Halifax, N.S. ....	5,000	12	221.75	12	1
W. H. Seymour, Hamilton, Ont. ....	5,000	12	225 50	11	4
W. D. McVey, Toronto, Ont. ....	5,000	12	210 15	13	4
F. E. Roy, Levis, Que. ....	5,000	12	235.25	9	1
W. A. Gibson, Fredericton, N.B. ....	5,000	12	196.30	16	4
H. L. Grant, Woodstock, N.B. ....	5,000	12	172.60	17	3

## Standing of the Agencies for July.

- |                       |                            |
|-----------------------|----------------------------|
| 1—Head Office Agency. | West Indies.               |
| 2—Montreal, Que.      | 14—Brandon, Man.           |
| 3—Halifax, N.S.       | Kingston, Ont.             |
| 4—Vancouver, B.C.     | 16—Brighton, Ont.          |
| 5—Regina, Assa.       | Newfoundland.              |
| 6—London, Ont.        | Port Elgin, Ont.           |
| Ottawa, Ont.          | 19—Charlottetown, P. E. I. |
| 8—St. John, N.B.      | 20—Peterboro, Ont.         |
| 9—Belleville, Ont.    | Durham, Ont.               |
| 10—Winnipeg, Man.     | Sault Ste. Marie, Ont.     |
| 11—Brockville, Ont.   | New Hamburg, Ont.          |
| Hamilton, Ont.        |                            |

## Underpaid Postage.

A large number of envelopes are received from our agents with insufficient postage prepaid. As this necessitates a double payment at this end, it will oblige if care will be taken to see that all letters are sufficiently stamped before mailing.

## NOTES.

Mr. R. W. Day, of Edmonton, is to be congratulated upon climbing from third place in June to first place in the July Honor Roll. \$13,000 is a good personal business for a summer month.

The Man with a pull depends upon others to help him—the man with push helps himself.

Mr. T. M. Grover, of Regina, put in a good July business.

Halifax has three names on the Honor Roll this month. Messrs. Gass and Verge are successfully seconding Manager Fair's efforts.

Enthusiasm is the precursor of accomplishment.

The August Honor Roll should be the largest this year. Which agency is going to capture the most places?

Success is largely the result of diplomacy.

### Certainty is the Great Ally.

Life assurance aims to furnish a reasonable compensation for the earning power which death destroys. It is the only means that has been devised to accomplish this purpose with certainty. Savings banks and investments have each their own field; careful economy and care of health are great helpers to financial success; but uncertainty marches along the road step by step with them. *The great power of life assurance makes an ally of certainty, masters the uncertain, and reaches the aimed at goal.*

### Sown Ground vs. Unbroken Sod.

We frequently hear the complaint made by agents, "We cannot get any business in this town because it is so thoroughly worked." This is all nonsense. It is true that competition is active in almost every town in this country. The man who is looking for a town where there are no assurance agents, and where men are simply waiting for him, will have a long and fruitless search. Of course competition is active, but no more so in life assurance than in any other legitimate business. It is much easier to raise a crop where the ground has been thoroughly plowed, and where the seed will have a chance to take root, than to sow the seed on the unbroken sod and expect a crop. A farmer who sits on the fence and sighs will never have any returns, but if he gets off the fence and cultivates the ground intelligently and properly, he will raise a crop just in proportion as he cultivates and stimulates. It is much easier to talk assurance in a town where the subject has been thoroughly discussed, than to talk it to a man who has never heard of assurance and knows nothing about plans, etc.

Over and above all, the Imperial presents new and attractive policy forms differing in almost every important essential from those offered by other companies. The Imperial stands practically alone in the assurance world, combining more good features in their policies than any other company. So instead of tilting back in your office chair and drawing a sigh of discouragement, take your rate book and go out and cultivate! cultivate! cultivate!

You will find, while your competitors have planted and your competitors have watered, you will get the increase, or a portion of it.



## Decline of the Modern Woodmen of America.

The following tables, compiled by the *Economist*, from Government Insurance Reports, show the decline of the Modern Woodmen of America :

### 1—Decrease in New Insurance.

Year.	New Insurance.	Decrease.
1900	\$226,295,000	
1901	186,401,000	\$29,894,000
1902	144,743,000	51,558,000

### 2—Decrease in Gain in Insurance in Force.

Year.	Amount in Force.	Increase.	Per cent.
1900	\$ 965,153,500	\$178,342,500	22.6
1901	1,097,419,500	132,266,000	13.7
1902	1,161,285,000	63,865,500	5.8

### 3—Assessment inadequate to provide for future claims.

Year.	Assessments.	Claims paid.	Per cent.
1898	\$2,567,654	\$2,407,600	93.7
1900	4,368,714	4,179,364	95.6
1902	5,689,194	5,592,883	98.3

## What Prospects are there in Life

### Assurance for Young Men ?

What prospects are there in life assurance for young men ? I tell you that for the young man who has not grasped the great ideas of life, life assurance holds out no greater inducements than any other method of making a living. He may, in its employ, make sufficient to keep body and soul together as he might do at many other occupations. But success will not come to him unasked, either in assurance or elsewhere.

But if he is the sort of man who believes the world was made for him to conquer, and who feels the heat of battle waxing hot within him, the life companies are waiting for him with outstretched arms. They hold out prizes unsurpassed by any other walk of life. Riches and Honor, the two Meccas of modern ambition, both stand with open gates, waiting to shelter him in their most luxurious nooks. The opportunities of the life assurance solicitor are bounded only by his determination and persistence in his work.

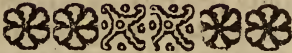
No other business gives chances for quicker promotion, because no other business is increasing its proportions so quickly. New positions are being constantly created. So great indeed, is the demand in this business for young, energetic men—men who can undertake the great things in life—that the supply is never half sufficient. The fact is, life assurance offers greater opportunities to the young man, with or without capital, than almost any other modern business, but it demands exactly the same qualifications for success as any other line of legitimate undertaking.

### Terminations.

When the Termination Department sends you notice of a lapsed policy which is a possible re-instatement, look up the man and get in personal touch with him. We will do the letter writing ; it is for you to get your hand on him. Five minutes personal conversation will fix things up and secure results, when half a dozen letters would accomplish nothing. Don't let us hear "I have written Mr. . . . ." any more. We want you to see him, not write him. Of course there are exceptions, but in the cities and towns where there are agents, letter-writing can be dispensed with.



# THE IMPERIAL LIFE AGENTS NEWS



Vcl. 4—No. 30. Published by The Imperial Life Assurance Co. of Can. (17—8—03)

## ENTHUSIASM.

In all our undertakings, in all our plans, and in all our battles of life, there is one quality which stands above all others as a requisite to success. It is enthusiasm, and, without it, we are like sailing ships without wind—engines without steam. It is the motive power which impels us to greater efforts, and directs us into new and unexplored channels.

Who can measure the possibilities within the reach of the enthusiastic man—the opportunities within his grasp? There is no limit to them, and, with a sound project upon which to found his efforts, success is an absolutely sure result.

Every letter (and there are many of them) received thus far from our representatives, indicates the spontaneous enthusiasm aroused by the Special August Campaign. One and all, they have started in to make a success of it, and August 31st will undoubtedly close a splendid month's business. See to it, that you have some share in that business. Bring your enthusiasm to bear in the work, and you will be surprised at the results.

## The Continuous Income Bond.

By a Continuous Income Bond a person can leave on his death a definite income to his estate for 20 years, guaranteed, and as long thereafter as the beneficiary under the bond survives. It is the ideal contract of protection, inasmuch as it not only protects dependents in the event of the death of the holder, but it further protects that protection by guaranteeing that a definite income shall be paid to the beneficiary as long as he or she survives.

Thus, if a man has a wife and young children dependent upon him he can, by taking out a Continuous Income Bond, and making his wife the beneficiary, provide :

1—That a certain fixed income shall be paid to his estate for 20 years, which will provide for his wife and children until the children are able to look after themselves, and

2—That the same income shall continue to be paid to his wife, if alive at the end of the 20 years, until her death.

As the capital is looked after by The Imperial Life, the assured need have no fear that his estate shall be impoverished after his death, through poor management, bad investments, or dishonest actions. Absolute security is one of The Imperial's strongest points.

Continuous Income Bonds are entitled to share in the profits of the Company, if the holder is alive at the end of the Accumulative Surplus Period. Thus, in addition to protection of dependents, it will prove a valuable investment for the holder, yielding him a good return on his outlay.

The following illustration will clearly set forth the many valuable features of the bond :—

Amount of Bond, \$10,000. Age of holder, 30 ; age of Beneficiary, 27.

Yearly Deposit, \$376.00 for 20 years, reducible to \$332 50 if Beneficiary die before the holder. Accumulative Surplus Period, 20 years.

Amounts Payable and Guaranteed in the event of the holder's death prior to expiration of 20 years.

**GUARANTEED**—Immediately upon the death of the holder \$650.00 is paid, and the same amount each year thereafter during the entire lifetime of the Beneficiary. Should the Beneficiary die before 20 of these payments are made, the balance of such 20 payments will be made as they fall due to the person entitled to receive them.

Should the Beneficiary die before the holder, 20 annual payments of \$650.00 each (or \$13,000 in all) shall be made as they fall due, the first being payable immediately upon the death of the holder.

Options available at end of Accumulative Surplus Period, being 20 years from the date of the original contract, if the holder be then alive.

(1) **TOTAL CASH VALUE**, applicable on surrender of Bond :

Composed of	(a) Reserve, Guaranteed,	- - -	\$ 5,660
	(b) Accumulated Surplus, Estimated	- - -	2,470
"Total Cash Value" (payable in one sum)			\$ 8,130

Or (2) **PAID-UP LIFE ASSURANCE :**

Composed of	(a) Original Bond (still participating in surplus)	10,000
	(b) Additional amount (payable in one sum) purchased by Accumulated Surplus (estimated and subject to satisfactory evidence of good health),	- - - - - 4 330
Total Paid-up Assurance		\$14 330



- Or (3) LIFE ANNUITY, applicable on surrender of Bond, and being the equivalent of the "Total Cash Value" (partially estim'd) \$580
- Or (4) Withdraw the Accumulated Surplus in Cash (referred to in 1 b) and continue original Bond fully paid-up and participating in future surplus.
- Or (5) Purchase, with Accumulated Surplus, a Life Annuity, and continue original Bond, fully paid-up and participating in future surplus.
- The commuted value of the 20 instalments of \$650 each, is \$10,000.
- The Bond may be surrendered any time after three years for a Cash or Paid-up Value, as follows :

	Cash Value.	Paid-up Assurance.
At end of 3rd year,	\$ 400	\$1,500
" 5th "	790	2,500
" 10th "	2,150	5,000
" 15th "	3,900	7,500

A loan may be obtained on the Bond any time after three years.

There are no restrictions on the holder regarding residence and travel.

One month's grace is allowed in the making of deposits, during which time the Bond is in full force and effect.

The above facts will indicate that this Bond is an ideal protection for dependents, especially if they are not in a position to look after a large sum of money, such as is payable under an ordinary life policy, to advantage.

In all vocations of life, there are two keys to success—a principle and a method. Honesty, the principle ; thoroughness, the method.

### **Assessmentism in Canada.**

The year 1885 practically marks the beginning of assessmentism in Canada, the Insurance Act being revised so as to provide for the licensing of assessment corporations, two of which availed themselves of the privilege during the year. At the end of the year 1901 there were in existence in Canada four only out of the twelve associations which, at one time or other, had been licensed, the others having disappeared, either by dissolution or by re-insuring their risks in some other company, when they were fast approaching that state in which they would be unable to fulfill their contracts. From an examination of the history of the four corporations operating at the present time in Canada, it appears that either the cost or the membership, or both, has to increase to keep them afloat ; also, the less rapidly the one increases the more rapidly must the other. Very little reasoning will show where these conditions lead to.—*Insurance Record*.

It is possible that a man may be a very successful agent although he may never read an insurance journal from one year's end to another ; but the men at the top of the ladder find that it pays them to read everything bearing upon their business.

### **Irrational Reasoning.**

There is nothing so unreasonable as that which people call their reason. This fact appears very clearly in the arguments which men offer for not taking insurance on their lives, or for letting it drop when they have taken it. The very reasons which they offer against the insurance are often the best reasons in its favor.

A man says :—" I am embarrassed in my circumstances. My property is mortgaged. When I get my debts paid I will take insurance." But suppose you die in the midst of this embarrassment ? Where will your wife and children stand ? Can they manage a debt and a mortgage ? In case of your



death would not your mortgage and other complications that would follow sweep everything away, and leave your family homeless and without resource?

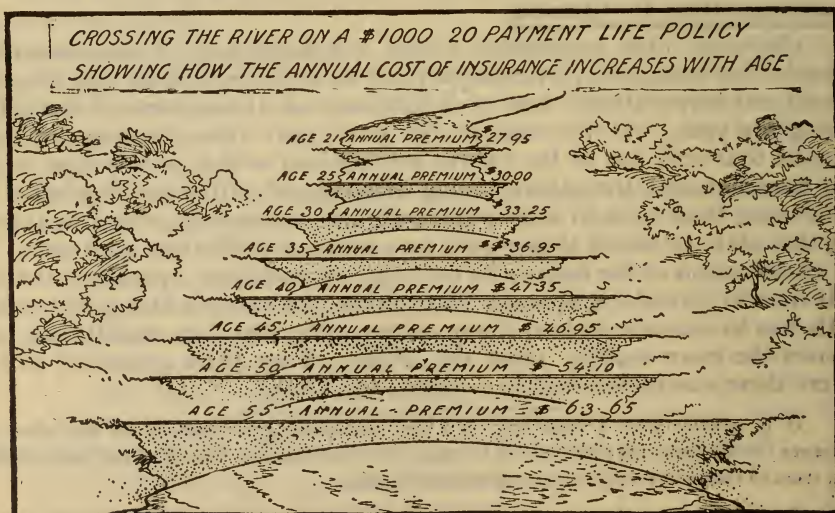
Another says:—"I am in excellent health; I have a good prospect for long life; I am in no need of life insurance." Why does he not reflect that only people in good health can obtain such insurance? If his health fails to-morrow, there will be no chance for him. Life companies do not take invalids.

Another says:—"I can use my money to better advantage." If this be true, and if you are a skillful business man, you need a reserve to protect your gains. No good general puts all his forces into a battle at once. He holds part of them for an emergency. Business life is a battle. The man who ventures all and keeps no reserve against disaster, is not a good business man.—*Exchange.*

You cannot succeed as a life assurance solicitor unless you are enthusiastic in your work. Discontent in business forebodes failure. The successful man of to-day is the one who has his heart in his work.

### **You Can't Insure Too Soon.**

Taking out a life assurance policy early in life is like crossing a river near its source. The cost of assurance is then lowest and the river narrowest. As the size of the river rapidly increases as it flows on, so does the cost of securing life assurance, as the age of the applicant increases. The longer a man waits, the larger the premium he must pay. The amount invested annually in a 20-payment life policy at age twenty will not pay for an ordinary life policy at age 35.



We all start out in life with the same opportunities, so far as life assurance is concerned, only we all don't start across the river at the same time. The final result is the same, no matter when we start, but the cost increases with every year of delay.

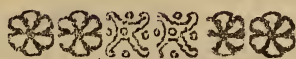
Then again, some people delay in starting until it is too late—that is, they find they can't secure a policy at any cost.

The safest, surest and most economical time to start across the river is NOW. Don't delay a moment longer—you may have delayed too long already.

Energy—concentrated energy—is the one power that can be traced in all great successes.

# THE IMPERIAL LIFE

## AGENTS NEWS



Vcl. 4 --No. 31. Published by The Imperial Life Assurance Co. of Can. (24-8-03)

### THE LAST WEEK.

#### Seven More Days in the Special August Campaign.

Did you ever consider what great results could be accomplished by one week of earnest effort? Did you ever think what golden opportunities seven days embrace? If not, give the matter a few moments thought.

Seven days hold unbounded opportunities for a hard worker. In them, he can accomplish wonders if he plans his work thoughtfully and goes at it enthusiastically. He should plan his campaign at the beginning of each day, determining to attain a certain end, and not consider his day's work finished until that end is accomplished.

Many agents are so aimless in their work that they can never hope to make a success of it. They have no system—no aim—no definite object in view, and consequently, they have no standard by which to gauge themselves. Their efforts are not concentrated on the attainment of a definite aim, and their work lacks harmony.

Systematize your work—concentrate your energies upon the accomplishment of some definite result during each one of the next seven days. It will bring applications.



## A Satisfied Policyholder is Your Best Advertisement.

The following unsolicited letter was received at the office a few days ago, and speaks well for Mr. W. M. Lawrence's method of canvassing.

Green River, Aug. 11th, 1903.

Sec. Imperial Life Assurance Co.

Dear Sir,—

I received from your representative my policy and am well pleased with it. I should have written this letter some days ago but somehow neglected it. Wishing the Imperial Life Assurance Co. every success.

I am, yours very truly.

A. M. ELLIS,

Green River, Ont.

Another case has also recently come to our attention. Mr. T. M. Grover, of Regina, writes under date of July 15th.

"A great many Agents "land" their man and often leave the impression with the applicant that he or she has been "rushed to a decision" before a sufficient amount of thinking and consideration has taken place. You will notice, by the applications, that on July 11th I took Mr. Melville's application for \$2,000—20 Pay Life, G. S. P. and drove to Lumsden and had him examined that day. To-day Mr. Melville came into the office and told me he would act on my suggestion and give me another thousand on the 20 Year Endowment, G. S. P. plan and pay me cash, which he did. In other words, he was so pleased that he wanted more."

We believe that Imperial policyholders are well satisfied both with their policies and with the Company, and this satisfaction has, in no small degree, contributed to the splendid success of the Company's operations.

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Many men of experience have frankly confessed, in looking back over their lives, that many of the things they dreaded most in starting out in early manhood, and which loomed up before them as almost insuperable obstacles, were seen, when once passed, to have been only delusions. Knowing this to be a fact, we must conquer this fear of unrealities and trample under foot these ghosts of our creation. A great deal of unnecessary worry will be prevented, and our progress through life will certainly be pleasanter.

### Energy.

Energy enables a man to force his way through irksome drudgery and dry details, and carries him onward and upward in every station in life. It accomplishes more than genius, with not one-half the disappointment and peril. It is not eminent talent that is required to insure success in any pursuit, so much as purpose—not merely the power to achieve, but the will to labor energetically and perseveringly.

Accident does very little toward the production of any great result in life. Though sometimes what is called "a happy hit" may be made by a bold venture, the old and common highway of steady industry and application is the only safe road to travel.



## One Way of Looking at it.

Attention has recently been called by the Insurance Papers to a case where a man paid a life insurance company \$225,000 for a life annuity and died within five months. His heirs are now suing the company for the return of the money on the ground that the deceased was mentally unfit to transact business at the time he purchased the annuity.

It does seem a great hardship for a man to pay out a large sum for a life annuity and then die soon. Just think of a man paying out \$50,000, \$25,000, or even \$10,000 for an annuity to support himself and his family and then die the first year, leaving his family unprovided for.

And yet every man who dies uninsured does just this thing! His life is the lump sum, in value, that produces the annuity in the form of personal earnings, and when he dies the annuity stops. The situation of a large number of men is just that—they are rich in life probabilities, and they must risk the future welfare of their dependents simply because they wish to enjoy the full amount of the annuity. What they need to do is to hedge against the possible loss of this annuity to their family by using a part of it to purchase a life assurance policy which will provide for its continuance after their death.

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Persistent, methodical and well-directed circularising with the same kind of personal solicitation, aided by brief and clear digests of your best policies, little entering wedges that interest and create curiosity to know more. Our illustrations must be carefully prepared and neatly written, and as clear and simple as possible. Keep a record of calls by days. No one should think of starting out for the day without a list of names or a certain definite territory to canvass, and a record should be kept of all calls and all important data. This kind of a system steadies a man and makes him accountable to himself. Without it, he fritters away the time guessing.

## The Changing Horizon.

Most things in this world remain the same. It is our opinions in regard to them that change.

This is one of the strongest reasons why a man should take out life insurance early in life and keep it throughout. It may be objected that the point of view may possibly change from favor to disfavor as regards insurance as much as toward anything else. It is of course, possible, but the chances are a thousand to one against it; for insurance in itself faces so many ways and supplies so many needs that a diminished value in one direction is made up by its increased value in another.

The great argument for taking insurance early, whether you see an actual value present or prospective, lies in the fact that once in possession it cannot be taken away. Postponed, a change of health may place it outside your reach, no matter how great your need, and every twelvemonth postponement increases its cost. Take it early, hold it steadfast, no matter whether the circumstances change or not. Circumstances often repeat themselves in the course of a lifetime. Most aspects are temporary, and unexpected conditions rise up continually. Many a man takes the narrow view, mistaking a fleeting aspect for the thing itself. It is the wise man who understands that the line of the horizon is constantly changing, and that a man may follow it all the days of his life and find some new thing every day.

## Restored Policies July 1903.

Agency.	Amt. of Policy Revived.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
Head Office,	\$9,500	1	\$331.70	1	7
Winnipeg,	6,000	2	172.00	2	6
Regina,	5,000	3	73.00	4	1
Brockville,	3,000	4	97.50	3	2
Brandon,	1,000	5	38.60	5	2
Montreal,	1,000	5	35.80	6	2
Ottawa,	1,000	5	28.60	7	5
Vancouver,	1,000	5	28.60	8	4

The honest man, the industrious man, the man with character, who believes that what he must do is all that concerns him ; who does not lack the strength nor yet the will to concentrate and act ; the man with contagious enthusiasm, the genius of his own sincerity ; the man who rises superior to all discouragements ; the man who encircles himself with a golden ring through which no contagious evil from others can come to him is the man who succeeds in life insurance.

## Multum in Parvo.

Don't be ashamed to take a small policy if it is all you can afford to pay for. It is much preferable to taking a larger policy than you can afford to keep up.

Life insurance was never meant to be an investment which, in case of death, would yield your family an income equal to your salary or any large proportion of it. Indeed, we doubt whether any conservative company would be willing to insure a man to such an extent if it knew the circumstances.

Life insurance was devised and finds its proper purpose in protecting the family from poverty or acute distress. In short, its object should be to provide the necessities of life, not the luxuries, to help the children to an education, not to affluence.

Too much insurance often becomes ultimately equal to no insurance, for what you cannot pay for you are apt to drop entirely, forgetting that the value of every good gift lies in the golden mean.

Insurance should be the result of wise economies, not the denial of useful comforts and recreations.

Ordinary insurance costs but little when paid for in annual payments during life, and the younger the age at which a man insures the smaller the premium. A policy for \$1,000 at age 25 costs only 21.30 a year. At age 30 it costs \$24.25 a year. At age 35, \$27.95 a year; etc.

It should be considered also that the policy, after the third annual premium is paid, has a distinct stipulated cash value, increasing in amount after each yearly premium, and provides options to meet any probable change of circumstances.

There are few men so poor as to be unable to secure a few thousands of insurance at the above rates.

Before putting off to-day's duties, consider whether to-morrow will find you willing to do two days' work. For to-morrow will bring its own work—work which the weak man will worry over and put off till another to-morrow, but which will once more call forth the honest effort of the man of purpose.



# THE IMPERIAL LIFE

## AGENTS NEWS

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Vcl. 4—No. 32. Published by The Imperial Life Assurance Co. of Can. (31—8—03)

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### THE FALL CAMPAIGN.

The Best Four Months of the Year.

TO IMPERIAL LIFE REPRESENTATIVES :

September 1st finds Canada even more prosperous than it was a year ago. Manufacturers are enlarging their premises to meet the growing home and foreign demand for their merchandise, and their employees are reaping the benefit in increased wages. Agricultural conditions—the barometer of a country's material progress—were never better. Floating debts are being paid off ; mortgages are being discharged ; all farm produce is at a maximum price and the country is dotted with new and improved buildings. Good weather conditions, expanding markets with modern transportation facilities and the establishment of a system of mixed scientific farming have resulted in the happy conditions of the present day.

This being our country's condition, it remains for you, gentlemen, to press home to the merchant, the agriculturist and the professional man the place of life assurance in the continuance of the present "good times." To the wage-earner endeavoring to pay for a home, to the husband wishing to protect his wife or insure his children an education, or to the man of means seeking an investment which will guarantee him comfort all his days, it is for you to present the advantages of an Imperial policy.

The fall campaign of 1902 was a great success—see to it that an advance worthy of Imperialites is made in the fall campaign of 1903. Aim high ; plan intelligently and conscientiously to carry out your aim ; STRIKE TOGETHER.

T. B.

If you are satisfied with just sufficient business to live upon  
you will never have a bank account.



## **Advertising.**

Other things being equal, a man will take out an assurance policy in the company, the name of which has most impressed him as that of a well-known, strong institution. In regard to the name of a reputable company familiarity breeds not contempt but confidence. Are you making your company's name familiar to your prospects? Try the advertisements given on page 4. Others have found advertising profitable; why not you?

### **What a Business Man Says About Life Insurance.**

The Hon. John Wanamaker, in a recent address, gave utterance to a number of very clever things, but not the least so were his five reasons for insuring his life.

He said: "Soon after I came into business, such was my interest in life insurance, and belief in its wisdom, that one of the first reckless things that I did was to make a Christmas present of a \$1,000 policy paid for a year to every man in my employ. I thought that that was a good investment.

I have been so often asked about my own insurance that I am going to gratify a curiosity that some of you may have expressed, perhaps, in regard to it. I had no thought whatever of becoming the largest life insurer, if that is true, as has been sometimes said of me.

I have never started out to do any large thing, but I have been a great hand to work hard at everything I took hold of.

I do not own a share in nor have I official connection with any insurance company in the world.

I did not know until after it had been done that the amount was larger than any other.

There is not any man that I would not sooner see have a larger line, and I will promptly yield the place to any of you or your friends.

It was the influence of one man who thought about it, and I was the man.

I simply worked out five conclusions as the result of my own thinking, without any moving cause except my own judgment.

FIRST—That at that time I knew I was insurable, and I could not be certain of immunity from accident or ill-health, and it might be that at some future time I would not be insurable. That was the first step to the building of sixty-two policies.

SECOND—That Life Insurance was one of the best forms of investment, because from the moment it was made it was good for all it cost and carried with it a guarantee that there was protection in that investment that I could not get in any other.

THIRD—That Life Insurance in the long run was a saving fund, that not only saved, but took average care of my deposits and took me in partnership into possible profits, that not infrequently returned principal and interest and profit.

FOURTH—That Life Insurance regarded from the standpoint of quick determination, was more profitable than any other investment I could make.

FIFTH—That it enabled a man to give away all he wished during his lifetime and still make such an estate as he cared to leave."

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Nine times out of ten your "reasons" for not insuring your life are exactly the reasons why you should.

## Outlook in the West.

During the last four months of the year the far West intends to make a record worthy of the traditions of that magnificent country. It is learned that we may expect from the

Manitoba Agency	-	-	-	-	-	-	\$160,000
Brandon	"	-	-	-	-	-	30,000
Regina	"	-	-	-	-	-	60,000
Calgary	"	} \$240,000	-	-	-	-	40,000
Edmonton	"		-	-	-	-	50,000
Vancouver	"		-	-	-	-	120,000
Victoria	"		-	-	-	-	30,000
Total	-						\$490,000

Messrs. Wallace, Ross and Fieldhouse, at the Manitoba Agency, are determined that the "Imperial" will benefit very materially from the excellent conditions present in the Prairie Province this fall. Mr. Hall, of Brandon, and his assistants, are laying plans for a strong canvass and have some very excellent prospects in view. Mr. Grover, at Regina, is full of energy and determination that his agency will be heard from frequently. Messrs. Scott and Armstrong, at Calgary, are pushing forward the interests of the "Imperial" with much earnestness and vigor. Mr. Day, at Edmonton, with the assistance of Mr. Williams, has a magnificent field, and if hard work will bring success, success will be theirs. Messrs. Stewart, Springer and Richardson, of Vancouver, are constantly at it, and have commenced to produce "fall business" in real earnest. Mr. Brett, of Victoria, has inaugurated the fall campaign by sending a \$10,000 risk, with promise of several other good ones.

Are you "thinking of getting insured?" Good. Do it. That's better. Do it to-day. That is the best. "Do it now."

## Motor Power—Will You Supply It?

The 1st of September is the turning date of the year for life assurance. In the month of September, and in each of the following three months, on the average, almost twice as much new business is written as in any of the other months of the year. The summer is then practically over, the fall has set in, and how the year is going to turn out, from a financial point of view, with the farmer and the business man, is well known. This period has been anxiously awaited by Imperialites, in view of the many promises "booked" for this time. Go carefully over your "prospect book," and your memoranda, make out a fresh list of your September prospects, and commence the first day of the month with the determination that no man shall escape you. Keep the "prospect" to his promise, drive home the *absolute necessity* of life assurance, the merits of the favorable provisions of the Imperial Life policy contract, the unexcelled systems of assurance offered by the Imperial. Every day between now and the close of the year should register an application completed or approaching completion. Let not the sun descend upon some unfinished work. Your competitors are active, alert and ambitious, and in order to win out from them, it will behoove you to be more active, more alert and more ambitious than they are.

The machinery for magnificent results during the next few months is in perfect working order—all that is required is for you to supply the *motor power*. Without this, nothing can be accomplished. With it, there is no limit to completed applications.

T. B.

**IMPERIAL LIFE ASSURANCE COMPANY OF CANADA**

**TO-MORROW?** Higher premiums, possibility of poorer health making you a less desirable risk ; less ability to pay premiums ; endowment policy later in maturing ; danger of leaving your dependents unprovided for.

Agent's Name and Address.

**The Prospect Book.**

At the beginning of the year you decided that the "Prospect Book" would be of great value to you. Are you still making it count in securing applications ? Is it alive and working ? If not, take it in hand immediately ; get it up-to-date and make every possible use of it in the fall campaign. As a life assurance solicitor, you cannot afford any method that savors of the slipshod or haphazard. The "Prospect Book" was introduced to aid you in keeping your work on that systematic basis without which much of your effort is wasted.

From such of our representatives as have consistently used the "Prospect Book," we would like to know to what extent you have found it of value. Can you suggest anything that would make the book of greater value in your work ?

That "mortgage which prevents you from insuring your life" will be foreclosed if you die uninsured. If insured it can be taken care of, and the home maintained. Did that ever occur to you ?

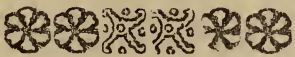
**FIRST AND PARAMOUNT—ABSOLUTE SECURITY TO POLICYHOLDERS.**

**AN ENDOWMENT POLICY IN THE IMPERIAL LIFE  
ASSURANCE COMPANY OF CANADA, HEAD OFFICE,  
TORONTO, GIVES YOUR SAVINGS THEIR GREAT-  
EST POSSIBLE VALUE.**

Agent's Name and Address.



# THE IMPERIAL LIFE



# AGENTS NEWS

Vcl. 4—No. 33. Published by The Imperial Life Assurance Co. of Can. (7—9—03)

## SEPTEMBER IS GOING!

Almost one week of September is gone. Look around among the people you know and see how many of them realize this fact. With some of them it is really *September 7th, 1903*; others are just waking up to the fact that September is here; the remainder are somewhere back in the middle of August thinking what cool summer weather this is. To which class do you belong? Do completed applications and live working plans show you to be right up-to-date or are you among the irresolute laggards doing anywhere from a half day's work a day to nothing at all?

Remember that these are the harvest days for the life assurance solicitor; not only have the majority of men more money on hand now, but money is more freely spent between now and Christmas than after the 1st of the year. Throughout the fall the merchant and the buyer are looking forward to Christmas; it is for you to show the man with money to spend that in no other way can he insure his family a merrier Christmas than by giving you an application for a policy in The Imperial Life. These are important days for you—will you rise to meet the demands which they make upon you?

Then, again, these are the days in which you can ward off the regrets of September 30th for a mis-spent month and the regrets of December 31st for lack of energy and enthusiasm in the Fall Campaign. Do not wait till the end of the year to make good resolutions. In the case of everyone, but more particularly in yours, September 7th, 1903, is an infinitely better time to make and carry into effect good resolutions than is January 1st, 1904. If you have not already started on the Fall Campaign in good earnest, strike your gait at once; you have not a day to lose.

## The Personal Element in Success.

Did it ever occur to you that you are laying the blame in the wrong place when you charge circumstances rather than yourself with your failure to make good in soliciting applications for life assurance? "Perhaps, to-morrow," you say to yourself, "people will be more ready to listen to me and more easily persuaded to make application for a policy. Everything has been going against me lately; luck must turn soon." Now, do you not recognize the Micawber in yourself—the "waiting for something to turn up," in so sizing up your lack of success? Of course it may be that continued failure argues lack of fitness for your work—we hope that you do not feel compelled to admit that—but if not, you must recognize that the difference between success and failure is just the difference between yourself as you ought to be and yourself as you are. People and circumstances will be practically the same to-morrow as they are to-day. You must be different. Could "the right man" do business in your territory?—You must make yourself "the right man." Find your weak point; place yourself in the other fellow's shoes and consider your canvass of him from his point of view. Are you so well acquainted with the goods which you offer for sale that you can talk of them *without hesitancy and with pleasure*? Do you realize that you are making a business proposition—that you have valuable goods to sell or do you approach a man as if asking a favor from him? Are you prepared to succeed or do you go out expecting defeat? The weak point must be located; the weakness banished; your energy must be properly directed. Do not over-study the success of the \$1,000,000 agent—the difference between yourself and him may make you despair—but study yourself, remembering that of ten causes of failure at least nine are within yourself.

Is there any good reason why you cannot do what others have done?

"Work unweariedly and never lose your courage. Have an abiding faith in yourself and your future. Educate yourself in all that pertains to your calling and determine to excel each day in the work you have to do. Love and respect your work and be loyal to your employer, for success is possible in every useful occupation. Do not undervalue material success but determine to be more rather than to have more. The foundations of every real success in life are industry and every day morality."—J. E. DRYDEN.

Character is only a man's shell; character is his kernel.  
The Folly of Procrastination.

A good many people say, in reference to life assurance, "To-morrow will do," or "next week will do," or "one of these days I must take out a policy." The determination to assure is a good one, a most commendable resolution, but it is well to remember that procrastination is not only the thief of time, but of a good many other things as well. In fact he is an all-round thief. He may rob you of the opportunity of assurance. You are a good, sound life to-day—any company you believe, would be glad to accept you. But to-morrow you may be uninsurable. You may be overtaken by some illness or accident which would bar you from joining the ranks of the assured. Procrastination may rob your dependents of all means of provision, of sustenance and support. Again, life assurance gets more expensive the longer you put it off. How often have we heard men in middle life say,



"I might have assured my life under an endowment policy at about half the premium I have to pay now, and would be receiving the amount assured instead of having to find the premiums." The older you become, the higher the premium you have to meet. The Rev. Dr. Norman McLeod gave splendid advice when he said, "Young men should begin early and get quit of their premiums as soon as possible; and make an earnest endeavor before they assume the burdens of a family to save every sixpence, so that they might be able to keep up a good policy. It is not a wise thing to defer assurance till a man's hair is becoming grey, as in an assurance office a man has to pay for his grey hair."

The earlier in life you begin your premiums the better. You never yet heard any man say he regretted having assured, and you may be certain once you take the dutiful step you will not have any regrets. You will feel, on the other hand, that a weight has been lifted from your mind; you will experience a feeling of independence, of satisfaction, and of relief. You will have done your duty. The contentment of mind of the assured man under adverse circumstances may be expressed in these words from Sir Walter Scott:—"When the hour of trouble comes to the mind, under the body, and when the hour of death comes, that comes to high and low, then it is na what we hae done for ourselvs, but what we hae done for others, that we think on maist pleasantly." *The Insurance Record.*

There is a whole chapter of sound advice in the admonition: "Don't dodge difficulties; meet them, greet them, beat them."

**Shall I Save my Money or Invest it in a Life Policy?**

What is the difference whether I save my money or invest it in a life policy?

What is the difference between saving a few buckets of water in case of fire and securing an interest in a powerful engine?

What is the difference between hoarding a few bushels of wheat in the garret, in case of a famine, and investing them in the ground?

A life policy cannot lessen the liability to disease or to accident any more than science can abolish the law of gravitation. But it can stay some of the consequences, just as science can overcome the force of a fall.

It can change some of the results of the inevitable. It stores up protection. It enables the individual to avail himself of a magnificent system, and the moment he does the human wish is less helpless; he is a part of a benign organization. It abolishes one of the most corrosive worries of life. It cannot drive the wolf from the door; happily in this country industry can do that; nor can it shut out the ghost, but it can hang an amulet round the mother's neck, and misfortune shall not come when the ghost arrives.

I suppose that a life policy represents as nothing else can represent, frugality and unselfishness in perfect equipoise.

It is documentary altruism. It is a deposit, against which nothing but love can draw.

It is the planting of a tree, which, grow as it may magically in a night, you shall never see, but when your arms are paralyzed it shall come into sight with its leaves spread protectingly, and those you love shall gather under it, safe from the rays that burn and from the winds that chill. *The Statement.*



# NOTHING LEFT TO CHANCE

when you are insured in the

**IMPERIAL LIFE ASSURANCE COMPANY OF CANADA.**

Its policies combine all that is best in life assurance.

Agent's name and Address.

## "Heart to Heart Talk."

As a means to producing the greatest possible results let me suggest that you make it a matter of business to have "Heart to heart talks" with eight or ten men each day,—not simply with the object of passing the time of day or making a few desultory remarks on the subject of life assurance, but a talk which you have determined, before approaching your subject, will have for its object the securing of business. Many a time a good application has been lost simply by the interviewer having made his approach in a half-hearted, aimless fashion, and many a risk has been won by meeting your man in an enthusiastic, well-primed and well-prepared manner. I believe that if you will undertake this proposal and live up to it, you will have acquired, before the close of September, a volume of business that will astonish you.—T. B.

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"There is no limit to your power to make a mark in the world. Do not join the great army of insignificant people who merely exist, are buried, and everybody is glad of it."

# WOMEN CAN OBTAIN LIFE ASSURANCE

IN THE

**IMPERIAL LIFE ASSURANCE COMPANY OF CANADA**

upon the same rates and terms as are granted to men.

An Imperial Endowment policy is the ideal contract for protecting dependents, providing for old age, or saving a fund for the education of children.

Agent's name and address.

# THE IMPERIAL LIFE

## AGENTS NEWS

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Vol. 4—No. 34. Published by The Imperial Life Assurance Co. of Can. (14—9—03)

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### ONE HALF OF SEPTEMBER GONE.

How are you getting along with your September Campaign? The first half of the month is just closing and this is a very pertinent enquiry.

On September 1st we were well ahead of our record for the first eight months of 1902, although the August business showed a slight deficit. Last August our agents were endeavoring to qualify for the September Convention, which accounted for the large business done during that month. The applications are now coming in steadily and we have every expectation that each month during the balance of the year will show a substantial increase over the corresponding month of 1902.

September, 1902, gave us \$261,500, the Convention having seriously interfered with the month's business. September, 1903, should, consequently, show a large increase over this amount,—in fact we do not see any reason why we should not cross the \$400,000 mark.

The prospects for the Fall Campaign were never brighter and the first month should reflect this condition of affairs.

Let us pull together and make September a \$400,000 month—a fitting opening to the Fall Campaign.

## Honor Roll for August, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked:—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
E. S. Miller, Montreal, Que.....	18,000	1	881.10	1	3
J. W. W. Stewart, Vancouver, B.C.....	16,000	2	620.90	2	6
R. E. Brett, Victoria, B.C.....	13,000	3	362.50	10	2
A. H. Fair, Halifax, N.S. ....	12,000	4	521.30	4	6
W. E. Kerr, Toronto, Ont.....	12,000	4	320.40	11	2
Dr. D. Lowrey, Toronto, Ont.....	11,000	6	578.95	3	4
R. W. Day, Edmonton, Alta. ....	11,000	6	449.70	5	3
P. F. Richardson, Vancouver, B.C.....	11,000	6	434.35	6	1
J. A. Labelle, Joliette, Que.....	10,000	9	428.10	7	3
W. H. Bessey, Toronto, Ont.....	8,000	10	418.40	8	1
J. C. Gass, Shubenacadia, N.S.....	8,000	10	281.45	13	4
F. A. Verge, Halifax, N.S. ....	8,000	10	255.40	15	2
T. M. Grover, Regina, Assa.....	7,000	13	307.25	12	4
S. P. Saunders.....	7,000	13	256.60	14	6
Rev. A. W. Ross, Portage La Prairie, Man.	7,000	13	243.55	16	7
A. C. Champagne, Montreal, Que. ....	6,000	16	382.75	9	2
W. H. Seymour, Hamilton, Ont.....	6,000	16	213.10	17	5
J. S. Wallace, Winnipeg, Man.....	6,000	16	172.45	18	6
F. B. Springer, Vancouver, B.C. ....	5,000	19	162.50	19	4
Messrs. Belanger & Biron, Sherb'ke, Q.	5,000	19	159.00	20	1

## Restored Policies—August, 1903.

We have very much pleasure in recording the re-instatement of a policy for \$5,000 in the Winnipeg Agency this month, the settlement of back premiums being \$829.80. This was splendid work inasmuch as the policy has been lapsed since 1899.

We would like to see such results as this accomplished at a few more of our agencies. It can be done! Who will be the next man to make a showing?

Agency.	Amt. of Policies Revived.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
Head Office,	\$8,500	1	\$398.45	2	8
Vancouver,	6,000	2	250.75	3	5
Winnipeg,	5,000	3	829.80	1	7
Montreal,	1,000	4	51.50	4	3
St. John	1,000	4	35.80	5	6
Regina,	1,000	4	30.15	6	2
London,	1,000	4	28.05	7	4



## Standing of the Agencies for August.

- |                       |                            |
|-----------------------|----------------------------|
| 1—Montreal, Que.      | 10—Charlottetown, P. E. I. |
| 2—Vancouver, B.C.     | 11—Hamilton, Ont.          |
| 3—Head Office Agency. | 12—Brantford, Ont.         |
| 4—Halifax, N.S.       | Brighton, Ont.             |
| 5—Ottawa, Ont.        | Kingston, Ont.             |
| 6—St. John, N.B.      | 15—Newfoundland.           |
| 7—Winnipeg, Man.      | St. Catharines, Ont.       |
| 8—London, Ont.        | 17—Belleville, Ont.        |
| 9—Regina, N.W.T.      | 18—Brockville, Ont.        |
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Procrastination not only steals time ; it is worse than a thief—it is a murderer, killing decision, poisoning ambition and destroying possibilities.

### Prince Edward Island.

Mr. S. P. Saunders has recently paid a visit to Prince Edward Island and opened up business for the Company. He has secured the services of Mr. A. A. Bartlett, of Charlottetown, as Provincial Manager, and he started active operations for the Company on September 1st. We believe that we have secured a very capable representative in Mr. Bartlett, and Mr. Saunders assures us that we will undoubtedly receive a splendid business from him. We look forward to Charlottetown Agency taking a high place in the "Standing of the Agencies" in the near future.

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Don't be excusing yourself for some defect that it is in your power to eliminate. Go to work and eliminate it. Don't be seeking the praise of others for what you are doing. Be your own most heartless critic and deserve your own praise. Work for your own sake. Not only for the material advancement and emoluments that follow intelligent work in life assurance, but for the development of your own self, the growth of your own understanding and capabilities.

**Montreal Agency** did splendid work in the special August Campaign, leading the agencies in the amount of new business issued. Manager E. S. Miller also leads the Honor Roll for the month.

**Vancouver Agency** was only \$1,500 behind Montreal in the amount of business issued for August, and Manager J. W. W. Stewart is to be congratulated upon the splendid showing of his agency as well as upon his personal achievements. Vancouver also secured the largest number of places (5) upon the Honor Roll.

Messrs. W. E. Kerr and W. H. Bessey, two of our Toronto representatives, are to be congratulated upon their splendid August business.

Mr. P. F. Richardson is a recent acquisition to Mr. J. W. W. Stewart's staff, and his initial month's work is a strong indication of his future success. We extend a hearty welcome to him.

## Keep Up Your Life Policy

When you have once taken out a life assurance policy in a reliable old-line company, don't change it for any policy in any other company. Any actuary or agent who has your real interest at heart will give you the same advice. Why?

Because the premiums on policies in all old-line companies are based on the same statistics, and a policy increases in value with each premium paid. No company can, to its well-being, return you the whole reserve and accumulated interest on the reserve. This means a direct pecuniary loss to you in actual cash.

Again. The new policy for which you throw down the old one must be based on your advanced age. Every year's increase in age means an increase in premiums. Therefore you pay more for the new than for the old.

It is evident, then, that you lose at both ends, drawing out less than the real value of your policy and paying more for the new policy than for the one you dropped.

There are agents who will advise you to drop your policy and take another, notwithstanding the above facts, simply because they have a pecuniary interest in inducing you to do so. It isn't your interests they are so anxious to enhance, but their own. This sort of business is known among insurance men as "twisting."

Again. Don't, after having carried a policy in your company for some years, change it for another kind of policy, even in your old company. "A rolling stone gathers no moss." We know that circumstances and conditions change in the life of every man, and the policy you took out many years ago may not exactly meet the new conditions of living as well as it met the old conditions; but are you sure that the present conditions are going to continue for the rest of your life? Does it not occur to you that, as the old changed, the present may also go through the same evolution? Does it not happen very often that the first becomes the last again? If you endeavored to meet each yearly change of circumstances, to satisfy each new idea, you would be swinging unstably in a circle, with nothing gained and risk of some loss.

If you really need something different in the way of assurance, consider it carefully and take a new policy. If you can afford it, you cannot have too much assurance; but the ability to *comfortably* pay for what you carry is an essential requisite if assurance is to accomplish its best results.

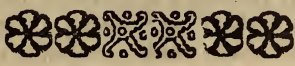
*The simpler the form of assurance the better suited it is for a lifetime.* The complex and many-sided forms may fit complex circumstances. For most men, at all times, the most adaptable and the best-wearing is the simplest.

## THE AUGUST BUSINESS.

Although the August business did not come up to that of August, 1902, it amounted to the substantial sum of \$319,500, a splendid total for a summer month, and we were much pleased to be able to present such a representative month's business to Mr. Bradshaw upon his return from the west. Not only was it a very satisfactory total, but the number of agents contributing applications was a large and extremely representative one. Looking at it from every point of view, the August business was very satisfactory.



# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4—No. 35. Published by The Imperial Life Assurance Co. of Can. (21—9—03)

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### TAKE A BROADER VIEW.

Does it ever seem to you that it is almost impossible to arouse interest in life assurance among the people in your territory? If so you become discouraged, and discouragement, yielded to, takes the life out of your efforts.

If you are ever tempted to think that life assurance is something foreign to the affairs of the people that you meet, you are the victim of a narrow view.

Look beyond the village or city in which you are working. Recall the great activities of the world and the important position which life assurance takes among them. In Canada alone there is in force over \$500,000,000 of life assurance and the business is growing at a rate which is unparalleled in the industrial or financial world. Each year an increasing number of people attain the age at which life assurance receives considerable thought.

Consider the many ends which life assurance now serves and its attractive plans and conditions as compared with the assurance of years gone by. Life assurance—the great modern method of saving—is founded upon sound principles and built with elements of permanence. Therefore get into your being, too deeply for discouragement to ever drive it out, the truth that, no matter whether you write it or not, the business will be written. Then recall your advantage in representing a company of the Imperial's standing and resolve to get your share of the business. Press the claims of life assurance as strongly as the tradesman or professional man enforces upon the people the claims of his work, and you will find that life assurance is of vital interest to the community.



## The Value of Compulsory Saving.

Life assurance not only gives a man's savings a very high value, but also enables him to save a greater part of his income—and with less inconvenience, as a definite amount is required at definite times—than he could save by any other system. This it does by making saving compulsory.

Take as an example, two men, each resolving to set aside once a year a certain sum out of his income. One places his money in a bank, and for a time all goes well, but as the years pass the tendency is not only to cease putting aside the amount each year but also to draw upon the sum already accumulated. The other takes out a policy of life assurance because he realizes that he will need something to hold him to his resolve when the need for saving does not impress itself upon him as it does now. He may feel, even when applying for the policy, that he would like to use the amount of the premium in other ways, but he sacrifices his whims in order to obtain the full benefit of steady, persistent saving. Unquestionably the latter will accomplish by far the greater results.

Saving by means of a life assurance policy has the advantage of positive accomplishment. Other investments may or may not "turn out well," but life assurance absolutely guarantees that the full amount of the policy will be paid to the assured or to the beneficiary. Nothing can affect the value of a life assurance policy—it is the safest investment a man can make.

Again, the knowledge that his wish to protect his dependents or provide for his own old age will thus be accomplished without the shadow of a doubt is, to the assured, a strong incentive to save. In other methods of saving, maximum results cannot be guaranteed and consequently there is a half-heartedness which often results in the accomplishment of little or nothing at all.

In a word, life assurance not only holds a man to the accomplishment of a cherished aim but also gives him the aid of the highest possible incentive.

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When a man dies it is always found that his life assurance policies are superior to every other kind of evidence of wealth that he may leave.

## Why Some Life Insurance Agents

### Make Progress Slowly.

"The vacillating, hesitating agent, the agent who permits his weakness or cowardice to prevent him from calling on people and tactfully and forcibly proclaiming his business, never makes a success. Ninety-seven per cent of agents, at some time in their careers, have started out to interview prospects, persons whom they knew to be in every respect eligible, and yet, without any plausible excuse or valid reason, they have walked by, and failed to call. Other agents have called and, for lack of nerve, 'talked shop.' Ninety-seven per cent of these same agents would fight you in a minute if you called them cowards; if you openly stated that they lacked the backbone or the nerve to call on men and present one of the most important matters in existence.

"I have been in the business for over fifteen years. I frankly admit that, during the first year of my experience, I permitted this same weakness

to beat me out of many a dollar in commissions. It took me some time to thoroughly realize that I was engaged in one of the most philanthropic professions in the world. As soon as I thoroughly converted myself to the reasons why people should carry life insurance, and also convinced myself that I was not doing my duty if I failed to present all the truth, this timidity and fear were things of the past. Consequently, I more than quadrupled my profits thereafter.

"You who have been afflicted in this way do thoroughly realize, I am sure, that you are not cowards, and that you in no way should be ashamed of your vocation or of your company. You can overcome this weakness.

"I will guarantee that there is hardly a man in your community who will refuse to take time to listen to you, and if you vigorously—yes, right off the bat—present your case, nine times out of ten you can secure his application."—H. C.

A good agent was never born full grown.

Stop worrying because your life is not insured. Insure it.

### Assessmentism.

The following table, which was part of a paper read by one of the Vice-Presidents of the Society of Actuaries in Australia, is specially directed to show the incorrectness of the assumption of those who promote assessment societies, that the average life of an assurance policy does not exceed ten years. The table shows the expectations of life and the ages of policies under the new table of mortality of the British life offices :

Central Age at Entry.		Expectation of Life in years		Average Duration of Policies in years.
20	.....	43	.....	24
25	.....	39	.....	25
30	.....	35	.....	24
35	.....	31	.....	22
40	.....	28	.....	21
45	.....	24	.....	19
50	.....	21	.....	17
55	.....	18	.....	15
60	.....	14	.....	12
65	.....	12	.....	10

These figures show that although the expectation of life of a person aged 20 years is over 40 years, the average duration of the policies taken out at that age would be only 24 years, because of the discontinuances. But the average duration of the policies at all ages would exceed 20 years, not ten years, as the assessment officials alleged as the groundwork of their claim to charge low rates and make profits on the discontinuances without surrender values. Following are the comments made on this table by Mr. R. P. Hardy, F.I.A., one of the most eminent British Actuaries, and by the *Herald*, of Sydney, Australia :

"The importance of this table should not be overlooked, especially in the United States, Canada and Australia, where they are cursed with an ag-



gressive assessmentism in its most pretentious and specious shape. The fact that there is a centre of gravity to be found in the groupings of assurance companies and of life-averaging associations corresponding to the outside social aggregations had been scientifically employed in this table. But the interested persons that ran these assessment concerns had continued wilfully to misuse the principle, to the great damage of the uninstructed portions of society. Such a table as that given, confirming the experience shown in 1877, should assist those who were fighting the battle of right against those subtle powers which relied upon ignorance, and hasten the inevitable end. Only a little patience need be exercised, for as sure as fate, with its silent but ever advancing step, that contemptible travesty of the great scheme of life assurance was doomed to perish under the light afforded by such tables as those given by Mr. King." "Together with, we may add, the numerous failures one after the other of these societies which represent perhaps the most operative reason for the discontinuance of the system. Mr. Hardy and the British Actuaries generally may be assured that if assessmentism does not get beyond the present stage in Australia the curse is but a light one—much about the same as a matter of fact as in England. The risk is that in so many cases the word assessmentism is kept in the background, and its existence absolutely denied, except in a small corner of the policy, where eventually it will have to do duty according to all actuarial experiences among the longer lived members of the society, as well as among others who may happen to be bound up with them at the critical period."

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Whether your lot lies in city or country, you will find human nature the same the wide world over. Prospects in the country take assurance for the very same reasons and are open to the very same arguments as city people. If you're looking, really looking, for business, it doesn't make a bit of difference where you are ; it's there !

### **A Woman's Life Assurance Estate.**

The following clipping is taken from the *Toronto Globe* of Sept. 10th :

"Application has been made for administration of the estate of the late Miss Edith Curzon. The estate is valued at \$3,131, including \$3,000 life insurance."

There is a lesson in this for every young woman who is earning her own living, and is dependent upon her own efforts for future provision, or who has any one dependent upon her for support. Miss Curzon had probably taken the assurance as a desirable medium for saving money and, through its agency, was creating a valuable estate for her old age. However, this was not to be, and if anybody was dependent upon her, they will have reason to think well of her wisdom and foresight.

The Imperial Life issues policies to women upon exactly the same terms, conditions and rates as to men. A 20 year Endowment policy is the safest and best investment a young woman can make. It will give her no worry and it gives her savings the highest possible value. It at once provides for her dependents, and for her own future.



# THE IMPERIAL LIFE

## AGENTS NEWS

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Vcl. 4—No. 36. Published by The Imperial Life Assurance Co. of Can. (28—9—03)

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### THE LAST QUARTER OF 1903.

#### October Requirement, \$400,000.

Having just entered upon the last quarter of the year, the eyes of the Executive of the Imperial Life are now directed toward results as they will appear on the 31st of December.

The volume of business which we require for October, the tenth month of the year, is \$400,000, and in order that we may secure it we ask ;

1. That every representative of the Company—Provincial and District Manager, Agent and Sub-Agent—shall personally do his utmost to secure the largest amount of individual business possible. Considerable attention in the previous months of the year having been paid to organization the securing of new Agents, etc., it will not be necessary for special attention to be directed in this channel. "Completed applications" is the motto for October for *one and all*. Only let the office be used as a means to the writing up of new applications. Morning, noon and night let every one be on the warpath in the highways and by-ways, securing names on "the dotted line."

2. That you examine carefully, critically and minutely your record for the past nine months; and ask yourself if you are satisfied. If you write applications only at the same rate the last three months as you have done in the previous nine months, will you consider your twelve months' record satisfactory? Every representative who has fallen short of his ideal has the opportunity, even yet, to make his year's record a magnificent success. In 99 cases out of a hundred it rests entirely with the agent. Determination, energy and enthusiasm backed up with pluck and resolution and one of the best Companies in the Dominion to represent, are the elements which will bring laurels to your banner.

## Security and Profit.

The three elements which produce profits in a life assurance company are :—

- (1) The earning of a high rate of interest.

The rate of interest earned in 1902 was higher than that of any other Company with but a single exception.

- (2) Economy in management.

No other Company of the same age has experienced such a low rate of expense.

- (3) Favorable rate of mortality.

The mortality of the Imperial since its commencement has been very materially lower than the average of other Canadian Companies.

There is no Company of which we have knowledge that has made as satisfactory a record in these three features, in the same period of time, as the Imperial Life—consequently Imperial Life policies not only possess the characteristics of “absolute security,” but also that of being “*good surplus earners.*”

### “Field Notes and Pointers for Beginners.”

The wish has been expressed that we should publish, in the AGENT'S NEWS, “Field Notes and Pointers for Beginners,” by Hamilton Cooke. In compliance with this wish, Mr. Cooke's valuable booklet has been adapted for the use of Imperial Life agents, and will be published in the Agents News.

“Field Notes and Pointers” is a compilation of a few, only, of the very many arguments that can be formulated to show the importance of Life Assurance and the great good it is accomplishing.

#### MOTTO.

Make every disappointment and failure a spur to greater effort.

“Field Notes and Pointers” is not intended as a scientific treatise on life insurance ; it is notes and pointers for beginners. Its principal object is to furnish inexperienced agents who are desirous of making money from the start, with a few arguments, as it were, a key to the situation. To be successful, couch them in your own language—change them to suit the occasion—add to them from time to time as you progress in your work. There are no fixed rules or arguments covering all cases. *Energy, tact, and enthusiasm* are essential factors, and these qualities, combined with intelligent, systematic work, guarantee success. No person will make a grand success of any business unless he has a liking for the work ; therefore, to succeed, you must create within yourself a liking for the work—an appetite for the business. Fill your heart and soul full of the great benefits extended to the widow, the orphan, and the old and infirm through its medium. To become interested and enthused in the work, you must be conversant with the great



good it is accomplishing. You must also have unlimited confidence in the Company and its ability to fulfill its contracts, and satisfy yourself that it is doing a noble and beneficent work. To secure this information and enthusiasm, carefully study the detailed Annual Report, which clearly sets forth the amount of cash the Imperial Life paid last year to the widows and orphans, in death-claims, etc., the total assurance in force ; and the amount of assets now held as security for the payment of claims. You will have to draw on your imagination to realize fully the good which the money paid annually by the Imperial Life really accomplishes.

Money—what is it for ? While it is not always used to advantage, undoubtedly the great desire to secure it is the good it renders the makers or their dependents. It is a matter of history that the money paid in premiums to old-line life insurance companies returns three-fold more blessings and profit than money invested in any other manner.

#### THE ACCUMULATION POLICY.

The next point is to thoroughly familiarize yourself with the conditions of the Accumulation Policy, and post yourself as to its salability, and just what it guarantees to do. You will find that through its medium the insured, by depositing a portion of his income annually with the Imperial Life, can immediately create and place to the credit of his family or estate a cash capital of from one thousand dollars up, under a guarantee that it will be available immediately in event of his premature death, and that the Company will pay to him a cash fund for his own use at the expiration of the Accumulation period of the policy.

After informing yourself as to the Company's magnitude and the good work it is accomplishing, and duly considering the salability of the goods and the possibilities in the business, the next step is to select from the rate book and familiarize yourself with some one plan of insurance. With pencil and paper make practical illustrations, showing the annual cost, the guaranteed cash value in event of death, extended or paid-up values if payment of premiums is discontinued, the amount of money the insured can borrow on the policy, and the settlements at the expiration. Figure on different amounts at different ages until you understand every detail.

#### Imperial Life Agents' Opportunity.

The closing down of the great works at Sault Ste. Marie—although only temporary we believe—has created anxiety throughout Canada and has brought forcibly to the investors, and to the public generally, the risk attendant upon such investments. The decline during the last few months in stocks generally has caused many men serious loss, and has shaken the confidence of the public in such investments. Not in years has the field been so clear as it now is for selling life insurance as an investment, and every insurance man should seize the present opportunity to reap a harvest. They should go back to the men of means whom they have canvassed and press upon them that life insurance policies do not fluctuate in value : that an investment policy is "absolutely safe," and that the returns upon it are greater, everything considered, than most other "absolutely safe" investments. For years the canvasser has been maintaining the advisability of investment policies : that other investments, although seeming to offer



greater returns, are not so sure ; are liable to depreciation and loss of earnings, if not of principal. The last few months have proven true the canvassers' argument. Now is his time to be active as never before. He should not be dreaming when success is awaiting him. He should strike ! strike now ! strike while the iron is hot ! He should not be deluded with the idea that nearly all men of means have been losing money recently, and are not in a position to insure. A few men have lost—the great mass of men have not. The happenings of the last few months will prove a boon to the agent who is alert to seize the present opportunity. Let the watchword be "Life Insurance as an Investment."

### **Talk Up, Not Down.**

It has been the experience of many a field man that he tried to sell too small a policy. Don't make that mistake. In the first place, acquaint yourself beforehand in every possible way with the personal and family circumstances, the little financial and other ins and outs, of your prospect. Do it by inquiring of his neighbors, friends or business associates. You can't know what may be running in his mind, and a man is often much better fixed financially than we dream of, or than he will admit. Then again, perhaps he's never had insurance arguments brought to his mind in the best and most forcible way.

The chagrin of one such experience ought to prevent one from ever again talking too small a policy.

Don't do it ! If you must err, err on the top side ! Talk a bigger amount than you think your man can carry. Strike high. He deposits so little each year, so much of the amount comes back to him or to his estate, that he is a mighty poor kind of man who would be selfish or stingy when it comes to protecting his loved ones.

It is much easier to come down than to go up, and you stand the chance of finding that the bigger insurance amount will strike your prospect quite as favorably as the smaller.

There are several reasons for this. We are all human. A man feels flattered that you think he is able to carry a good bit of insurance. It pleases him to feel that you have a favorable impression of his importance. He hates to deceive you. And certainly flattery so beneficial in its far-reaching results is legitimate and most advisable.

The great secret of success lies in never allowing your energies to stagnate.

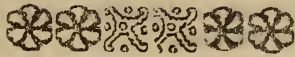
### **Application Forms.**

Will such of our representatives as have a good supply of application forms on hand kindly return some of them to the Home Office. We are preparing a new application form to be ready very shortly and in the mean time the stock at Home Office is quite low.

### **Life Assurance for Farmers.**

Enclosed with this issue of the Agents News is a new form, "Life Assurance for Farmers." Please read it thoroughly and advise the Home Office or your District Manager the quantity you will require. In ordering please refer to form No. 277.

# THE IMPERIAL LIFE



## AGENTS NEWS

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### DO IT NOW.

The Executive of the Imperial Life has commenced in earnest its fall campaign for applications. Every agent has had a task presented to him, which if he determines he can perform. The amount of business which the Imperial has asked each agent to secure is well within his capabilities. It rests entirely with each representative whether he will come up to our standard of him or not.

"Do It Now," is the motto hung under every clock in one of our big factories, and that idea pervades every person associated with the industry. The employees have been benefitted, the industry has been benefitted until employees and factory have justly gained a valuable reputation for promptness, thoroughness and efficiency.

Do it now is an appropriate motto for Imperialites for October. Let it be burnt in upon our minds and upon our hearts, so that each day's effort will be reinforced and made doubly efficient. Do it now. Canvass that prospect now, not to-morrow, not this afternoon—now. Now is the time. Set before you to-day's task and do it to-day. Do it now will save you time. Do it now will bring you applications in the first week of this fall campaign. Don't delay until to-morrow, until next week, or until within a few days of the end of the month. Now is the time—the best time and the only time to do effective life assurance canvassing and to accomplish the volume of business which you have been asked to secure this month.

Half of life's sad omissions, half of its regrets would be saved, if we did the things the moment we are reminded of them.



### READY FOR BUSINESS.

As soon as you have familiarized yourself with the Company's report, and just what an accumulation policy guarantees to do, and are prepared to show what a policy will cost per annum, the cash value in event of death, paid-up or extended insurance values, the loan values and the settlements at the expiration, and are thoroughly familiar with the policy, especially the settlements, you are ready for business.

### A PROFESSION.

Life Insurance is as much a profession as law or medicine. It takes time and study to become proficient. It has this advantage—you can take up the work and make money from the start, while it requires years of study, and money, to equip yourself for law or medicine. There is no limit to opportunities offered to an energetic, enthusiastic and persistent insurance solicitor. The principal factor is **work**. Systematize your work, and use your brains as well as your legs.

### IMPERIAL LIFE.

In all your illustrations, avoid as much as possible using the expressions "I will," "We will," "The Company will," or "The Company is." Say, "The Imperial Life will do so-and-so," "The Imperial Life is so-and-so," and "The Imperial Life holds—." Let every one you come in contact with know that you are an **Imperial Life man**.

### I. WHY MEN SHOULD INSURE.

To protect their families and estates in event of death, and to create a cash fund for their own use in old age,—is the foundation upon which to build all arguments and illustrations. How can they do it? The simple fact that the Imperial Life has over \$14,000,000 of insurance in force, and that it is regulated by law, makes satisfactory reports to the Dominion Government, and is patronized by prominent moneyed men, as a rule, settles this question.

### BASED ON DURATION OF LIFE AND COMPOUND INTEREST.

Mortality tables show how many people out of a multitude will die each year; consequently it is a very simple matter to tell how much to collect from each to create a cash fund to pay the policies of those who die. The collecting of the expense fund is a simple problem. Any ordinary mathematician can tell how much money it will require to be placed at a stipulated rate of interest each year, for fifteen or twenty years, to create a fund of a stipulated amount. The annual premium collected on Accumulation policies provides for each of the separate items—death claims, expenses, and the cash or paid-up value of policies of survivors who have kept their policies in force until the expiration of the Accumulation period.

While there is nothing more uncertain than the life of an individual, there is nothing much more certain than the average length of life of a multitude of people. An actuary of a life insurance company can tell almost as accurately January 1st how many people will die among a multitude of insurable risks, as he can tell December 31st how many have died during the year.

Mortality tables indicate that the number of deaths per 1,000 in one

The joy of duty promptly done is worth all that it costs.



year at age 25, will be about 8; at age 35, about 9; at age 45, about 11; at age 50, about 14; at age 55, about 18; at age 60, about 27.

### AS A RULE, MAN IS A MONEY-MAKER.

In other words, he is a valuable piece of property. If a man makes \$100, \$500, \$1,000 or \$5,000 a year, his family or estate loses, in event of his premature death, the amount that he would have earned, in excess of personal expenses, if he had lived. The following annuity table illustrates how much insurance a man should carry in order to capitalize his money-earning ability and protect his family from a total loss, in event of premature death.

Present Value, according to Annuity Table, at 6 per cent., of a Life Producing \$1,000 Yearly, over and above Personal Expenses.

Age.	Value Per \$1,000 Net Earnings.	Age.	Value Per \$1,000 Net Earnings.	Age.	Value Per \$1,000 Net Earnings.
20....	\$13,932	35....	\$12,870	50....	\$10,640
21....	13,885	36....	12,765	51....	10,436
22....	13,834	37....	12,655	52....	10,226
23....	13,781	38....	12,540	53....	10,009
24....	13,725	39....	12,418	54....	9,786
25....	13,666	40....	12,291	55....	9,556
26....	13,604	41....	12,157	56....	9,321
27....	13,538	42....	12,017	57....	9,081
28....	13,469	43....	11,870	58....	8,836
29....	13,396	44....	11,716	59....	8,586
30....	13,320	45....	11,555	60....	8,332
31....	13,239	46....	11,386	61....	8,074
32....	13,154	47....	11,211	62....	7,813
33....	13,064	48....	11,028	63....	7,549
34....	12,969	49....	10,838	64....	7,283

The above table proves that a man 35 years old, earning \$1,000 per annum, is worth, as a money-maker, \$12,870 to his family or estate. If he earns \$5,000 per annum, he is worth \$60,000, and should carry that amount of insurance; and if you get him to figuring on above lines, he will certainly invest from \$350 to \$1,500 of his income in our Accumulation policy.

### A Method that Gets Business.

Mr. E. S. Miller, the Provincial Manager for the Province of Quebec, has adopted the principle of forwarding to each one of his agents a weekly letter on some points likely to be of assistance to them in the better representation of The Imperial Life, and in the securing of an increased volume of business, especially during the last three months of this year. From the last communication, we take the following three paragraphs. They contain suggestions and germs of truth which will be of good service to Imperial workers:

"Only two Canadian Companies did more new business last year than The Imperial, both of them over 30 years old. In view of their older organization and larger number of agents, this proves that The Imperial representatives are getting more business each than those of any other Company and either

Fully one-half the obligations we think of but do not fulfil at once, are among the things that might have been done immediately.

that they are BETTER MEN or they have an EASIER COMPANY TO WORK FOR. Perhaps a little of both."

"Do you use the list of prominent policy-holders as much as you should? Perhaps you have not a copy. If so write for one at once. We hope to have one especially for the Province of Quebec before very long."

"I would like to impress upon you that this is the time to concentrate your efforts on your immediate surroundings. Let the other fellows wander all over the country while you stay with the section where business can be got, and work it right out if possible."

### Are Insurance Companies Litigious?

If consideration is given to the enormous number of policies issued by life assurance companies, as well as to the openings there are for disputes, and the opportunities afforded for fraud, it is a matter for surprise that so few law suits arise between claimants and companies. As each life company is the trustee for its policyholders, its manifest duty is to protect their interests from being to any extent injured by claims being paid which are not strictly due, in justice and equity. Owing to the unfortunate habit into which juries have fallen of giving verdicts against insurance companies, more out of sympathy with claimants than regard to the merits of their claim, the conditions of policies have been made as free as possible from such ambiguities of expression as leave an opening for misapprehension. But, it is a practical impossibility to frame an agreement between two parties, which it is absolutely impossible to interpret in only one sense. How nearly this desideratum has been attained is, however, manifest by the rarity of insurance disputes that have to be decided in Court.

The following shows the amount paid for claims by the life insurance companies in Canada, in a series of years, and the amount of those resisted with the proportion they severally bear to each other:

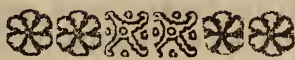
LIFE INSURANCE COMPANIES.			
Year	Claims Paid.	Resisted Claims.	Percentage
	\$	\$	Resisted.
1902.....	7,062,360	11,991	0.169
1901.....	6,845,941	44,050	0.643
1900.....	6,429,323	26,860	0.417
1899.....	5,650,739	29,250	0.518
1898.....	4,912,119	7,500	0.150
1897.....	5,087,932	9,992	0.196
1896.....	4,707,157	24,399	0.517
Totals..	\$40,695,571	\$154,042	0.346

The total paid for claims of all kinds in the last seven years, was \$40,695,571, and the total amount of the claims resisted in these seven years, was only \$154,042. For each of the years 1896 to 1902, the life companies paid claims to the extent, in an average of \$5,813,650 per annum, and the claims resisted amounted to a yearly average of only \$22,006. The above facts demonstrate that there is no reasonable ground for regarding the life insurance companies in Canada as litigious, or unduly disposed to dispute claims.—*Insurance and Finance Chronicle.*

Is there any task undone for which the present moment affords a fitting opportunity?



# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4—No. 38. Published by The Imperial Life Assurance Co. of Can. (12—10—03)

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### ONE-THIRD OF OCTOBER GONE.

#### Have You Accomplished One-Third of Your Quota ?

That "DO IT NOW" is a motto which appeals to the determination of Imperialites, is evidenced by the fact that several of our representatives, who have usually been satisfied with writing an occasional application, have sent in a much greater amount of business since the first of the month. They have been living up to the motto, "DO IT NOW."

One-third of October is gone—have you secured one-third of the business which the Executive consider you capable of writing in October? You have if you kept before yourself each day the motto, "DO IT NOW."

If you have found that to "DO IT NOW" means to secure an ever-increasing volume of business, keep up the good work and go as far as possible beyond the amount which you are expected to write in October.

If you have not yet accomplished one-third of the task set before you at the first of the month, DO IT NOW. Don't trust to being able to make up the lack at the end of the month. Get up-to-date and you will find that it is easier to keep up-to-date than to lag behind a certain distance—it requires less energy to shape iron if you strike when it is hot.

DO IT NOW because now is the only time of which you are sure. DO IT NOW because conditions were never better and your work will therefore receive the highest rewards. DO IT NOW because future as well as present success depends very largely on your ability to do the proper thing at the proper time. DO IT NOW.

T. B.



### CAN YOU LOOK INTO THE FUTURE

and guarantee that you will live twenty years, and that you will make and profitably and securely invest \$100, or \$300, or \$500 per annum? If yes, you don't need any insurance.

The first is impossible; the second very doubtful, especially when you take into consideration that only five per cent. of business men succeed in making, saving and accumulating wealth during a period of twenty years. Mortality tables show that of men at the average insuring age (35) twenty-one per cent., or twenty-one persons out of each hundred, will die during a period of twenty years. Commercial reports show that eighty per cent. of those living will be poor; fifteen per cent. will about hold their own, while only five per cent., or five persons out of each hundred, will get rich. *Which class will you be in?*

### BETWEEN LIFE AND DEATH.

In this race between Life and Death, Death is sure to win. If a man lives to attain a certain age, his mind and body become dwarfed and incapacitated for business, and his money-producing ability is at an end. He is then dependent on what he has saved, or on charity, for support in old age.

Compound interest is a great factor in making up the component parts of wealth for the necessities of old age. Its relative effects at simple and compound interest may be seen in the following table, which sets forth the number of years required for money to double itself—an important factor in old-line life insurance:

Rate per cent. per annum.	At simple interest it will double	At compound interest it will double
2 .....	In 50 years.	In 35 years
2½ .....	" 40 "	" 28 "
3 .....	" 33⅓ "	" 23½ "
3½ .....	" 28½ "	" 20¼ "
4 .....	" 25 "	" 17½ "
4½ .....	" 22¼ "	" 15¾ "
5 .....	" 20 "	" 14¼ "
6 .....	" 16½ "	" 12 "
7 .....	" 14¼ "	" 10¼ "
8 .....	" 12½ "	" 9 "
9 .....	" 11 "	" 8 "
10 .....	" 10 "	" 7¼ "

**At the rate of interest the Imperial Life is now earning, its over \$1,660,000 of assets will double in less than thirteen years.**

The above table and the following prove that it is not what we make, but what we save, that creates a cash fund for the protection of our estates and families, in event of death, and our own use in old age:

The saving of \$1.25 per day for twenty-nine years at 4 per cent. compound interest creates a cash capital of \$25,000. At six per cent. compound interest, the saving of 88 cents per day will accomplish the same result. To lay away and compound at 4 per cent. \$1.51 per day for 34 years, creates a capital of \$40,000. At 6 per cent., a saving of \$1.00 per day will accomplish the same results. The saving of \$1.75 per day for 39 years, at 4 per cent. compound interest, creates a capital of \$60,000.

### UNCERTAINTIES CERTAIN.

The Accumulation policy makes uncertainties certain. It guarantees so much ready cash for the protection of your family, in event of your premature death, and a cash capital for your own use in old age. You win if you die, and you certainly win if you live.

### HE OWES IT TO THEM.

If it is the duty of the husband and father to provide a home, the necessities of life and an education for his family while he lives (where he can do so), it certainly is an obligation that he owes them to create, by life insurance, a cash fund to assist them in event of his premature death, especially so when he can secure a policy that furnishes him a cash fund for his own use in old age.

### DEATH BY CARELESSNESS.

If the husband or father is killed by the carelessness of a railroad company or any other corporation, the law compels it, in the way of damages, to pay his heirs a certain per cent. of what he would have earned during his expectancy. If the law extends that protection and benefit to a man's family, he, certainly, should be man enough to carry some life insurance (when he can secure it), to protect them against a total loss of his money-producing ability in event of his premature death from causes against which they have no recourse. Whom would your wife bring suit against to recover your money value in event of your death from fever?

### UNGRATEFUL AND SELFISH.

The merchant who buys goods on time without an abundance of outside capital, is compelled to carry fire insurance to protect his creditors in event of fire. A man who will extend that benefit to his creditors and won't carry some life insurance for the protection of his family (when he can secure it), is ungrateful and selfish.

A cash fund to pay burial expenses, debts, etc., and complete the education of your children, in event of your death, or furnish a cash capital for your own use in old age, is what the Accumulation policy of the Imperial Life guarantees.

### Restored Policies.

Agency.	Amt. of policies revived.	Rank.	Premiums.	Rank.	No of times on Honor Roll.
Head Office,	\$13,500	1	\$434.45	1	9
Halifax,	3,000	2	163.95	2	2
Ottawa,	1,000	3	42.30	3	6
Brandon,	1,000	3	38.60	4	3
Hamilton,	1,000	3	34.60	5	1
Port Arthur,	1,000	3	30.20	6	1
London,	1,000	3	25.20	7	5

The number of restored policies for September is not as great as we would wish, and we would again impress upon you, that a policy revived is as valuable to the Company as a new application; it will also be more valuable to yourself, inasmuch as the holder of a lapsed policy will very seldom aid you, but rather discourage others from taking insurance.

We look for a large representative showing on our October Honor Roll. Will your agency appear?



## Honor Roll for September, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
J. H. Macabe, Toronto, Ont. ....	23,500	1	833.10	1	6
E. S. Miller, Montreal, Que.....	16,000	2	691.60	2	4
W. A. Gibson, Fredericton, N.B.....	10,000	3	563.60	3	5
J. P. Beaudoin, Montreal, Que.....	10,000	3	388.30	5	7
F. A. Verge, Halifax, N.S. ....	9,000	5	296.95	7	3
J. C. Gass, Shubenacadie, N.S.....	8,000	6	271.30	10	5
A. McN. Shaw, St. John, N.B.....	7,500	7	441.60	4	3
Dr. D. Lowrey, Toronto, Ont. ....	7,500	7	306.35	6	5
J. S. Wallace, Winnipeg, Man.....	7,000	9	212.30	12	7
F. B. Springer, Vancouver, B.C. ....	7,000	9	207.05	14	5
Rev. A. W. Ross, Portage La Prairie, Man.	6,500	11	263.95	9	8
J. Cawley, Brockville, Ont. ....	6,500	11	192.10	15	6
B. P. Sweeny, Yarmouth, N.S.....	6,000	13	288.05	8	1
W. E. Kerr, Toronto, Ont. ....	6,000	13	211.60	13	3
H. B. Andrews, Toronto, Ont.....	6,000	13	177.95	16	4
B. W. Robertson, St. John, N.B.....	6,000	13	167.75	17	1
J. A. Labelle, Joliette, Que.....	5,500	17	147.00	19	4
H. F. Staples, Fredericton, N.B.....	5,000	18	257.00	11	1
R. R. Garvin, Smith's Falls, Ont.....	5,000	18	159.20	18	1

## Standing of the Agencies for September, 1903.

1.. Head Office Agency.	11.. Hamilton, Ont.
2.. Montreal, Que.	12.. West Indies.
3.. St. John, N.B.	13.. St. Catharines, Ont.
4.. Halifax, N.S.	14.. Brighton, Ont.
5.. Winnipeg, Man.	15.. Brantford, Ont.
6.. London, Ont.	Port Arthur, Ont.
Vancouver, B.C.	Regina, Assa.
8.. Ottawa, Ont.	18.. Belleville, Ont.
9.. Brockville, Ont.	Port Elgin, Ont.
10.. Kingston, Ont.	

Head Office Agency leads, in the standing of the agencies, for the second time this year. Montreal, however, is a close second.

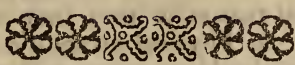
Congratulations, Mr. Macabe, on leading the Honor Roll for September. \$23,500 is an excellent personal business for one month.

Mr. W. A. Gibson and Mr. F. A. Verge have secured a position near the top of the Honor Roll for September.

Several names, which we are accustomed to see on the Honor Roll, are absent this month. See to it, gentlemen, that your business for the month entitles you to a good position on the Honor Roll for October.



# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4—No. 39. Published by The Imperial Life Assurance Co. of Can. (19—10—03)

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### TWO FULL WEEKS—12 WORKING DAYS—LEFT IN OCTOBER.

A splendid opportunity for every Imperialite to make a record for the month.

A steady and enthusiastic campaign will undoubtedly yield large results.

During the next two weeks every person who is a thorough Imperialite at heart—who is anxious to make a record for the Company during October, as well as for himself—has an opportunity to fulfil his desire down to the smallest particular. No matter what reverses you may have been experiencing lately—no matter what hard luck you have been working under—you have *to-day* an opportunity to make the October business a success.

Hard work—intelligent, hard work—systematic, intelligent, hard work—that is what will yield results during the next two weeks. Nothing can withstand it—honest hard work is sure to bring success.

What have you done during the present month? Are you satisfied with it? If so, pitch right in, determined to duplicate that achievement before October closes. If you have held up your record thus far, your plans will surely indicate that the last two weeks of the month will not fall behind. But if you are not satisfied, are you taking steps to make up your present deficiency. Undoubtedly you are, and have decided exactly what must be accomplished during the next two weeks.

To-day is your golden opportunity. Start right in, determined that it will yield some substantial result, and start each one of the following eleven working days in the same way. Determination and hard work will make success—see if they don't.

### ONLY THREE REASONS.

There are practically only three reasons why all men who are interested in their families, and their own comfort in old age, do not carry some old-line insurance. 1. The principal reason is that they do not thoroughly understand its value and benefit. 2. Physical disability. 3. Financial inability.

*Suppose the Government should say to you, "There is a piece of land worth \$2,000. If you are under 35 years of age, we will sell it to you for \$2,000, payable in twenty equal annual instalments. You cannot occupy or use the land, but we won't charge you interest on deferred payments, and we will pay the taxes. In the event of your death any time during the twenty years, we guarantee to cancel the balance due, and execute a warranty deed to your wife; or, if she prefers, we will pay her \$2,000 in cash"; and suppose the Government should further guarantee that if you live to the expiration of the period and complete the payments, it would give you a warranty deed to the land and pay you in cash the interest earned by the money you have paid during the period, less taxes and expense of looking after the land. (For farmers).*

### SUPPOSE THE GOVERNMENT

should propose to sell you a \$2,000 bond payable in twenty equal annual instalments, with a guarantee if you die any time during the period to cancel the balance of the purchase price and pay the face of the bond at once, in cash, to your family; or, if you live and complete payments, to pay you the amount in cash. (For bankers).

### SUPPOSE YOUR BANKER

should propose to place \$2,000 to the credit of your family—issue them a pass-book to that effect, guaranteeing to let them check out the amount in event of your death any time during the next twenty years, provided you would deposit \$100 every year with them; with a further guarantee that if you live to the expiration of the period they will allow you to check out your money and your ratio of the bank's earnings, or to give you a stipulated amount of stock, if you prefer it. (For business men).

While neither the Government nor your bank could judiciously make a proposition on the above basis to any one person, if they were in the business and extending such propositions to thousands of people, they could readily do so.

If the Government or banker would not issue such a contract to any one person, on account of the possibility of his dying, can you afford to make your family take chances on losing the benefit of such a contract, when you can secure a 20-Year Accumulation policy of the Imperial Life—an institution with over \$1,660,000 of assets? (Illustrate policy after each argument).

### A GREAT BIG SAVINGS BANK.

Practically speaking, the Imperial Life is a great big savings bank, with over \$1,660,000 of deposits. The man paying the premium on a \$1,000 policy receives identically the same rate of interest on money invested as the man (of the same age) who pays the premium on a policy of \$100,000. In other words, if the man carrying the \$1,000 policy dies, his policy is paid in full, the same as the \$100,000 policy; if the man carrying the \$1,000 policy lives, he is guaranteed identically the same results, in proportion to the premiums paid, and receives the same ratio of dividends. It is not expense—it



is protection and investment ; it is not monopoly, because you cannot squeeze out the small policyholder, nor in any manner deprive him of his rights.

#### ONE THOUSAND PUT TO DEATH.

Suppose the Government should issue an order to put one thousand people of this country to death during the next week ; the name of every man to be written on a card and placed in a large cylinder, well shaken, and to be drawn out by a blind-folded person, and the persons whose names appeared on the first thousand cards to be put to death. For fear your name might be among those drawn, don't you think you would insure at once ? Death has issued orders for some of the people of this community. Do you know you won't be among them ?

#### BANISHED FOR TWENTY YEARS.

Suppose the Government were to issue a decree to banish you from your family for twenty years, and not allow you to communicate with them in any manner—the order to take effect to-day—*right now*. What would you give for a few days or weeks to arrange your business and instruct your family how to carry out your plans ? Your family could not take charge of and manage your business, without loss, unless they had some ready cash. Death will, sooner or later, issue an order banishing you for all time. He may not give you a moment's notice to fix up your business ; consequently, don't you think you had better *insure at once* ? Don't let your family take chances on losing your total money-producing ability, in addition to your managerial ability.

#### UNDER BOND.

Would you place yourself under bond, mortgage your property to secure it, to pay \$4,000 to the family of the healthiest man you could select in event of his death any time during the next twenty years, provided he would pay you \$200 a year ? You certainly would not take such chances on any one man. He might die. The question is, is the other fellow any more likely to die than you are ? If not, and you would not take chances, you certainly are not going to let your family take chances on losing the value of such a contract when you can secure it of the Imperial Life, a Company whose record has not been equalled in the history of life assurance in Canada, etc.

#### October Honor Roll.

It requires only \$5,000 of accepted applications to secure a place on the Honor Roll for the month.

Are there not thirty-five Imperialites who are strong enough, determined enough and sufficiently anxious to succeed, to obtain \$5,000 of accepted applications this month and thereby secure a place on the Honor Roll for October ?

#### Sizing Up Your Prospect.

One of the great factors in the success of any salesman is his habit of sizing up his customers ; he knows in each case which points to emphasize and which will not help in the sale of his goods. He realizes that the manner in which he solicits the trade of one man would be quite out of place with another and governs himself accordingly.



Perhaps in no other business is the ability to quickly and accurately "size up" a man of greater importance than in soliciting applications for life assurance. "First impressions are lasting" and surely you will make a much better impression upon your prospect if you can discover, as soon as you enter into conversation with him, some of his chief characteristics. The careless man must be led to see the folly of putting-off, of living without any settled purpose, but in the case of the far seeing man your object should be to show him how well life assurance fits in with his purposes and carries out his wishes.

Again, almost every man prides himself on some one phase of his character. Your strongest arguments will be such as appeal to this element of character upon which your prospect lays such emphasis. For instance, you should show the man that never asks credit that in neglecting to insure his life he is forcing his family to give him credit for the protection which in the event of his death in the near future they would never receive. Or after agreeing with another man that it "doesn't pay to worry about the future," get him to agree with you that carrying an Imperial Life policy is the best way to avoid worry.

Fit your arguments to your prospect. Endeavor to appeal to his strongest characteristic. An intelligent comprehension of your prospect's traits is the open road to success.

### **DO IT NOW.**

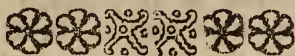
#### **An Actual Instance.—How Four Good Applications Were Lost.**

One of the Imperial's highly successful and respected District Managers advised us a few days ago that one of his Sub-Agents had four prospects [relatives or intimate friends], whom the Sub-Agent knew that no other company could secure but the Imperial, as they had definitely promised. The Sub-Agent kept putting off going to the town a short distance off to write the applications as he believed that that could be done any time. The District Agent called on the Sub-Agent for business and it was arranged that the District Agent should run down the line and close these four prospects. Upon calling at the first town imagine his chagrin and annoyance when he was informed that the New York Life agent had, a week before, secured the three applications for \$1,000 each on the 20-Year Endowment System. His discomfort, however, was further increased upon meeting the fourth prospect, who advised him that the agent of the Royal—a new English company here—had secured his application for \$1,000 on the same system. In all four cases the parties acknowledged that they would have been glad to have given the Imperial the business, but that the agents of the New York Life and Royal had made a good strong canvass, stuck to their guns, pressed home the necessity of life insurance and the danger of delay, with the result mentioned.

These are actual facts—four good applications lost—premiums amounting to \$200 as well as a good-sized commission. It simply goes to illustrate what we have been endeavoring to press home to our agents week in and week out, that in many instances the fruit is ripe, is ready to be picked, and that the first life man who comes around is the one who will secure the prize. The motto, "DO IT NOW," put in practice will bring you many an application and many a dollar in commission. The failure to "DO IT NOW" will lose you business as well as good dollars.

T. B.

# THE IMPERIAL LIFE



## AGENTS NEWS

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Vcl. 4—No. 40. Published by The Imperial Life Assurance Co. of Can. (26—10—03)

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### ONE WEEK'S ACCOMPLISHMENT.

All through the year, and especially since the opening of the Fall Campaign, the aim of the Home Office has been to have you bring your best efforts to bear on the work in your territory. The thought which we have constantly kept before you is that intelligent hard work always results in success.

Have you, in reading the communications from the Home Office, fallen into the habit of thinking that this success is not for you—that your powers are not sufficient to bring you the rewards such as others are obtaining? Do thoughts of the task set before you for accomplishment by the end of the year weaken your efforts? If so, we would like you to show to the Home Office and to yourself what you can accomplish by going about the work of this last week in October in the way which has brought success to others.

Let this last week of October be an experiment to determine what you can accomplish by believing that success is for you as well as for the others. Concentrate your thoughts and attention on this one week. Convince yourself that you are capable of a good week's business, and your work will be much more convincing to your prospects. Believe in yourself, and others will show you the consideration that is always given to men who have faith in themselves and their work. The business is to be had if you will but believe in yourself and put forth your best efforts. Try it for one week.



### I CAN BEAT IT.

If you have a guarantee on life for twenty years and know that you will invest as much money at interest as an Imperial Life policy costs, and can get gilt-edge security—yes, you can beat it. If you had a guarantee that you would live, do you know that you would not make some mistake—haven't you made a good many in the past?

Cast about and see how many old men you know who have led industrious lives, sober lives, and who to-day are not worth enough to keep them comfortably a year.

### LOST FOREVER.

If one of your children should fall heir to a business block or building that produced an annual rental income of \$1,000, and you were appointed guardian, would you insure the property to protect your child against a total loss of property and income, in event of fire? (Business men always answer in the affirmative. Courts, in many instances, have issued orders compelling guardians to insure property belonging to minor orphans).

Suppose you make \$1,000 a year. On a money-making basis, which could your child best afford to lose—you or the building bringing an income of \$1,000 a year? In other words, if you would insure the property to protect your child against a total loss in event of fire, can you afford to let your child take chances of losing your income in event of your death? As a business proposition, if it is a good principle to insure property, isn't it bad judgment not to insure your life? If you lost every dollar's worth of property you possess, your family would have a splendid capital left in you that would provide home, bread and education. Property can be replaced, but when death cuts off your income, it is lost forever.

### IN TIME OF PROSPERITY.

Through life insurance a man can secure an estate to his family, in event of death, beyond the reach of grasping creditors, the proceeds of which are not attachable for debts. At the same time, under an Endowment policy, he can create a cash fund to assist himself in old age.

### OLD AGE.

To make provision for old age is a duty every man owes himself. As at least ninety per cent. of the profits from all sources received by the Imperial Life are divided among policyholders, every policyholder should be interested in increasing the Company's business. Moneyed men of our country have their lives insured all the way from ten thousand to two hundred thousand dollars. If men of wealth, sagacity and prudence and foresight find it a good thing to insure heavily, how much more necessary it is for men of moderate wealth and income to insure, when it can be done at a very small annual outlay.

Life insurance takes the place of brains, skill and muscle when they are destroyed. It supports home, fosters industries, educates and clothes youths. It now distributes annually over one hundred and sixty million dollars among widows and orphans. In order to encourage life insurance the British Gov-



ernment exempts from taxation one-sixth of a man's income—if used for life insurance. This has been done in order to reduce the actual expense of taking care of the poor, and it has reduced it many million dollars.

Prudence and self denial are essential factors for success and comfort. Life insurance stimulates and encourages these habits.

### AN ABSCONDER

Every man who is in debt, or who does not own a home, should carry enough life insurance to pay his indebtedness or buy a home in event of his death. A man who dies in debt, without life insurance, and the burden of debt falls on friends, is *practically an absconder*.

### WOULD YOU MISS IT?

Suppose one of your clerks should accidentally lose one dollar a day out of your business. Would you miss it? Would it materially affect your business? Take out that amount yourself and deposit it with the Imperial Life. If you die, there is ten thousand dollars for your wife; and if you live, the difference between what you might have made the money earn and what the Company returns you has been more than offset by the protection furnished you.

As the husband is a bread-winner, he should carry the life insurance.

### Do It Now.

You will notice on the desks of many successful business men, and others who have an inclination to be successful, the above words, "Do it Now," and most of them are endeavoring to live up to the motto. It is an excellent suggestion to one who is in the habit of always putting off until to-morrow.

In addition to the terse little sentence, "Do it Now," might be added another phrase, which, from its various applications, has become more or less slang, but is business just the same and applies to many employees, and that is, "Get busy!"

There should be a time for everything, work, play, study, rest, whatever it may be. Get at it at once and finish it thoroughly; then to the next thing, without wasting time between. Make a programme every night for the following day and live up to it as completely as possible. It will astonish you to see the vast amount of work that can be accomplished. Remember the old song on "The Water Mill," "The mill will never grind with the water that has passed." The minutes that are wasted we can never have again.—*Business*.

### What Is Your Color?

Are you a new recruit in the life assurance business? Do you feel that your knowledge of life assurance is not such as will bring you success? In fact, are you a "green man?"

Do you feel as if everything was conspiring to defeat you? Are you down in the dumps? Are you almost giving up? Are you a "blue man?"

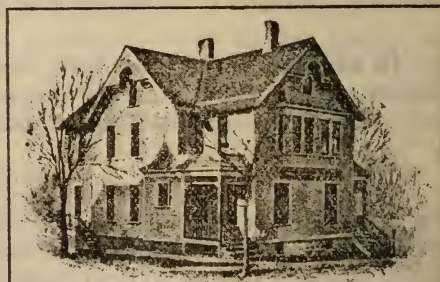
Is everything prospering with you? Has experience taught you to make the best of things? Do you always rise after defeat? Are you a "brown man?"

Every agent is a "green man" some time in his life. The most successful agent was once a "green man." Perhaps you are a "green man" now. If so, to what color are you going to change? If you change to a "blue man" you are doomed. No "blue man" ever made a success of life assurance; it is an utter impossibility. To be successful in life assurance field work, you must be in the best of spirits. No matter how "blue" the outlook may be, always be optimistic. Never despair. There is a bright lining in the clouds some place and, if you determine, you will find it. Make up your mind not to become a "blue man"—a pessimist—and you will surely become a "brown man."

The heights by great men reached and kept  
Were not attained by sudden flight;  
But they, while their companions slept,  
Were toiling upward in the night.—*Longfellow.*

### **Saved Through Endowment Insurance.**

In 1885 (being a young pastor and wife, with three small children) we determined to save money for a home. After careful thought we settled upon endowment insurance. This for three reasons: (1) It was possible saving because payments of premiums could be made small to suit our purse, either in quarterly, semi-annual or yearly instalments; (2) it was profitable saving [aside from the exact amount laid up a small interest accruing] because by paying in less than \$1000 we could on a twenty-year policy take out with profits about \$1350; (3) it was protective saving because it was insurance, and if death should come the wife would receive the whole amount at once.



ENDOWMENT INSURANCE  
STARTED THIS

We took out two policies of \$1000 each, one for twenty years and one for fifteen years, and at first paid the premiums quarterly. We then changed to semi-annual payments, and later to annual payments as it grew easier to meet them. This habit of regular saving for insurance premiums we found grew and extended to other things, and having opened an account at the savings bank we soon had \$1000 on deposit, and in 1895 were ready to begin to build a home.—*Ladies' Home Journal.*



# THE IMPERIAL LIFE AGENTS NEWS

Vcl. 4—No. 41. Published by The Imperial Life Assurance Co. of Can. (2—11—03)

TORONTO, NOVEMBER 2nd, 1903.

## To Imperial Representatives:

GENTLEMEN :—Following our invariable custom of endeavoring to keep the Imperial in the foremost position in Canadian life assurance, and of placing you in an impregnable position from a competitive standpoint, I have pleasure in advising you that we have entirely revised our policy contract, simplifying and broadening its always liberal provisions, so that now it can be unquestionably stated of our new policy that it is the “most modern policy contract” yet devised.

I enclose you herein :

1. Sample policy on the 20 Payment Life Guaranteed Security System.
2. Copy of the new application form.
3. Copy of new pamphlet “An Ideal Policy.”
4. Book of “extended insurance” benefits embraced in the new policy.
5. Advertising card (under separate cover) regarding the new policy, which is to be placed in a prominent position in your office.

After a careful study of these documents and of the following pages, you will readily agree that you have a contract to present to the public without a peer in the Canadian life assurance world. Its wonderful simplicity and extreme liberality, combined with the Imperial's unquestionable security, give it an undoubted prestige over all other policies. It is *the* life assurance policy contract of Canada.

Never before have you had such an opportunity to overcome all competition. Never before have your hands been so strengthened for the securing of new applications. Be sure you make the most of it during the next two months. November and December must be record breakers. You have the material to make them so. Will you do it?

Yours very truly,

*J. Bradshaw*

Secretary.



## The Most Modern Contract Yet Devised.

For many years past the aim of the principal life assurance companies, influenced and supported by the weight of public approval, has been to simplify their policies, sweeping away all "conditions," of the contract not proven by experience to be absolutely necessary and amplifying and extending its "privileges."

In this respect the new policy contract of The Imperial Life stands pre-eminent. It is absolutely free from ambiguity. Every figure contained in the policy is guaranteed. The wording is clear and straightforward; and though a child could understand it, the subtlest legal ingenuity would be unable to distort its meaning.

The numerous and comprehensive privileges contained in this new contract will be best understood if we deal with them one by one. For reference a sample policy is enclosed.

[1] *Indisputability.* The policy after one year from its date of issue cannot be challenged in respect to any error or omission in the original proposal unless the same be of a wilful or fraudulent nature.

[2] *Grace.* One month's <sup>or thirty days if granted</sup> grace is allowed for payment of renewal premiums.

[3] *Revival.* Any lapsed policy may be revived within a year of its termination on production of satisfactory evidence of health and payment of arrears with interest.

[4] *Surrender Values.* After three or more years' premiums have been paid the policy may be surrendered either for its cash value or for a paid-up policy. Both the cash values and the paid up values are definitely set forth in the policy and guaranteed by the Company.

[5] *Loan Values.* Loans are granted under policies on which three or more years' premiums have been paid, and the loan agreement form will be prepared by the Company *without trouble or expense to the assured.*

[6] *Extended Insurance.* After three or more years' premiums have been paid the policy may be converted into a non-participating paid-up term policy of the same amount for a specified period. The contract definitely sets forth and guarantees the exact number of years and months for which extended term assurance will be granted. For example take the case of a person aged 35, who has paid 10 premiums on a 20 Payment Life policy, and who finds himself unable to pay further premiums, but is reluctant to lose the protection of assurance. The Company would grant in such a case a paid-up term policy for the original amount assured extending over 17 years and 7 months.

[7] *Automatic Non-Forfeiture.* After three or more premiums have been paid the policy will be automatically continued in force as long as the cash surrender value is sufficient to pay the premiums. Hence it follows that *no policy having a surrender value sufficient to continue it in force can ever be forfeited by omission to pay the premiums.* Moreover the indebtedness so incurred may be paid off at any time the assured desires.

[8] *Instalment Privileges.* Two important instalment privileges are contained in the contract, by which, when the policy matures the sum assured may be payable

[a] In from 5 to 30 equal annual instalments. For example: should the beneficiary wish the policy paid in 20 annual instalments, the amount of each instalment would be \$65.20 for every \$1,000 net proceeds of the policy—\$1,304 in all.

[b] In the form of a guaranteed annuity for 20 years, and to continue thereafter during the remainder of the life of the beneficiary. For example: if the age of the beneficiary, when the policy becomes a claim, is 45, an annuity of \$49.80 per annum for each \$1,000 net proceeds of the policy may be taken, which will continue for 20 years certain, and as long thereafter as the beneficiary survives.

[9] *Options and Benefits.* In all policies with an accumulative surplus period the valuable options and benefits available at the end of the period are set forth in full in the policy.

The privileges referred to above are inserted in all the principal contracts issued by the Imperial. Taken as a whole, they comprise the most liberal and modern policy offered by any Canadian life assurance company. They afford the policyholder every assistance in paying his premiums, and every facility for keeping his policy in force. Moreover the guarantees contained in an "Imperial" policy are backed up by unquestionable security. The aim of the Company since its incorporation has been to make "Absolute Security to Policyholders" its "First and Paramount" consideration. The following facts and figures show the Imperial's strength:

[1] It has a subscribed capital of \$1,000,000 of which \$450,000 is paid up.

[2] Its deposit with the Dominion Government is \$250,000; larger than that of any other Canadian life company and five times as large as that required by law.

[3] Its Assets amounted at December 31st, 1902, to over \$1,660,000. Every investment will stand the closest scrutiny.

[4] Its Reserve Fund amounted at December 31st, 1902, to \$1,102,531, which was approximately \$129,088 larger than that required by the Government.

The Company whose contract contains the strongest, safest and most attractive guarantees is the Company which meets the favor of the public. In his search for these conditions no Canadian needs to look beyond The Imperial Life Assurance Company of Canada.

### **The New Application Form.**

Every representative of the Company is being supplied with five new application forms. Kindly return all the old forms you may have on hand. *Please remember that it is impossible* to issue the new policy contract form when the proposal is taken on an old application form. How many proposals on the new application form will you send in this month? Who will be the first to have one of the new policy contracts granted on the basis of the new application form?

### **The New Circular. "An Ideal Policy."**

Write to your District Manager for a supply of this circular. He will have a good stock on hand.



## **The Sample Policy.**

It is believed that the enclosed sample policy will be one of your strongest canvassing documents during the balance of the year, as you can show your prospect exactly what form of contract he will receive. Use it on every occasion, and it is certain to bring applications.

## **Extended Term Assurance.**

This is a privilege inserted in the Imperial's policy contract for the first time. It cannot fail to be a strong argument in selling Imperial policies. Study the provision relating to it in the policy, as well as the explanation contained on the first page of the booklet and master all its details in order that you may present it in a strong and convincing manner.

## **Advertising Card.**

Place this card in a prominent position in your office. Call the attention of those who visit your office to what it contains—especially bring it to the notice of hesitating prospects. It should be of great assistance to you, and we shall be glad to hear of direct results accruing therefrom.

## **Instalment Policies.**

Hereafter the Company will not grant Instalment policies, as the new contract makes every policy an Instalment one if the assured so desires. Our representatives will therefore consider as cancelled pages 199 to 205 inclusive of the complete manual.

## **Signing the New Application.**

It will be noticed that the applicant is the only person required to sign the new application, the signature of the beneficiary having been dispensed with.

## **Your Own Policy.**

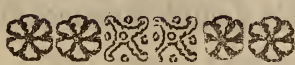
The sample policy is undoubtedly a good canvassing policy, but how much more impressive an actual policy on your own life would be as a canvassing document. If you have not already an Imperial policy, apply for one during the present month, in order that your hands may be further strengthened for the December campaign.

## **The Life Assurance Field.**

At the Annual Banquet of the Insurance Institute in Toronto a few days ago, Hon. Mr. Justice Britton, in moving the toast of "Life Assurance," brought forward some very interesting figures. He said that in round numbers, the number of Canadians, out of a population of 5,500,000, who carry life insurance policies is 450,000. The accepted average of adult males to population is one to five, so that there are in Canada to-day 1,100,000 people who should carry a life insurance policy—or, in other words, the life insurance field in Canada has not yet been half exploited. In the face of these figures, is there any reason why you should not make a splendid success of your work during the balance of the year? The material is there for you to work on, and it all depends upon yourself as to what your harvest shall be. If you go to work intelligently and determined to win, success will be yours—it cannot fail to be. If you go at it half-heartedly, you cannot expect to win. Pitch right in and show to your fellow workers that you have the qualities that make for success.



# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4—No. 42. Published by The Imperial Life Assurance Co. of Can. (9—11—03)

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### THE NEW POLICY CONTRACT.

Having had an opportunity to study the Imperial's new policy, what is your opinion of it? What position have you conceded to it, as compared with the policy contracts of other companies? I am sure you have decided that it is "par excellence," and taking this for granted, I wish to refer to its effect upon the Fall Campaign.

At the Head Office, we deem it to be the strongest canvassing document ever placed in your hands—in fact a contract which has no peer. In its "simplicity, liberality and security," it is unsurpassed, and, consequently, it should be the key note of the Imperial's Fall Campaign. It should be used not only in our competition arguments, but in the arguments put forth to induce a prospect to sign the "dotted line." Never be afraid to produce your sample policy—it cannot be beaten. Get enthusiastic over it, and convince yourself that it is the "ideal policy." You will then be able to bring your prospect to that belief too, no matter what arguments are used by rival agents.

In the light of this new addition to our canvassing material, it now behoves us to re-consider our aim for the balance of the year. We should aim higher in the proportion that we consider our prospects brighter, and it is felt that this new policy contract will materially increase that aim. "One million dollars for November and December" should be a comparatively easy accomplishment under the present circumstances. I know of no reason why it should not be. I therefore, gentlemen of the Imperial staff, give you the aim,

**\$500,000 for November,**

in the confident belief that you will be well able to achieve it. Let every Imperialite from Halifax to Vancouver, and from the West Indies to Edmonton, determine to have some part in the \$500,000 of November business, and it will surely be accomplished.

T. B.

## **Field Notes and Pointers for Beginners.—(Continued.)**

### **IN GERMANY.**

Compulsory insurance among the working class with small income, is in force. Part of the premium is provided by the employer ; the other portion by the employee. The State compels insurance in order to prevent poverty and consequent taxation.

### **PAYS THE MORTGAGE.**

A fire insurance policy pays the mortgage on your house in event of fire. If you owe your family anything that you expect to pay them in the future, insure your life to pay the mortgage in event of premature death.

### **SAVED HIS LIFE.**

A distinguished minister says a life insurance policy saved his life. Death seemed inevitable. His distress of mind at leaving his family without a competency was suddenly relieved by the remembrance of a life insurance policy he held, and from that moment recovery commenced, which was complete, and he gives life insurance the credit for it.

### **THE ONLY REASON.**

When we take into consideration that nearly all of our useful inventions were ignored by a majority of the people of the country when they were first proposed, we are not surprised at some people objecting to life insurance. Such men as Clay, Calhoun and Webster ignored Morse's idea (telegraphy) for years. The lords and law-makers of England ignored the introduction of the locomotive for years. A majority of people laughed at the possibility of ever making a success of the steamboat, the cotton-gin, the printing press, the reaper, the thresher, the sewing-machine, the electric light, power and telephone. Why did they do this? Not because they were fools ; simply because they had not investigated the propositions, and lack of investigation is the reason why men who are uninsured do not carry life insurance.

The road to hell is said to be paved with good intentions, and the man who is "going to take some insurance after awhile" is just laying down cobblestones on that road. Knowing that "insurance is a good thing," doesn't bring in one cent to your family at your death, nor one dollar to you if you live to grow old. "Faith without works is dead," and knowledge without action "isn't worth shucks." The time has passed when intelligent men question the value and necessity of life insurance, and there are in every neighborhood living illustrations, in the shape of widows and children fighting for existence, whose lives would have been far different if the husband and father had been wise, prudent and LOVING enough NOT to leave the future of his family to CHANCE.

### **Advertising.**

What could be a more profitable source of advertising than the new policy contract? That is the way we look at it, and intend to do everything in our power to give it the widest publicity. The following reading notices have already appeared in the Toronto papers, and it is thought that their insertion in your local paper would help you considerably :



### **A New Policy Contract.**

Following its well known policy of keeping the company in the foremost position in Canadian life assurance, the Imperial Life Assurance Company of Canada has just revised its always liberal policy contract, with the result that its new form is unexcelled as regards simplicity, liberality and security—the three prime requisites of an ideal life assurance policy. Full particulars are embodied in a pamphlet, which may be obtained by addressing Geo. R. Hamilton, Manager Western Ontario, London, Ont.

### **A New Policy Contract.**

It is, of course, the aim of every person applying for life assurance, to secure the most modern and liberal contract in the market, consistent with due safety. In this connection intending insurers will do well to examine the new policy contract of the Imperial Life Assurance Company of Canada—a contract in which simplicity, liberality, and security are the distinctive characteristics. Apply to A. McN. Shaw, Provincial Manager, St. John, N. B., for pamphlet, "An Ideal Policy," giving full particulars.

### **A New Policy Contract.**

The Imperial Life Assurance Company of Canada announces that it has entirely revised its always liberal policy contract, and is now in a position to issue a life policy unexcelled in the simplicity and liberality of its provisions. The company will be pleased to forward explanatory pamphlet upon application to J. W. W. Stewart, Provincial Manager, Vancouver, B.C.

Have you got the advertising card hung up in a prominent place? Could you use another? If so, write for it.

### **A Few Thoughts.**

Resolve to be somebody, and push and hustle until you get there; then decide to go one more. Nothing can stop you—you can be anything you make up your mind to.

Fortune may find a pot, but your own industry must make it boil.

The man who does not trust himself cannot expect other people to trust him.

Next to cash, a man's best asset is confidence.

It costs more to lose than it does to win.

No man can do more than his best, but a good many men can do more than what they think is their best.

### **Results Guaranteed.**

Pick out certain men to assure each day *and then assure them*. See them for the purpose and with the intention of assuring them, not of telling them what you know about life assurance.

That is the formula for growth in this business. That course, diligently persisted in, will teach you, in three months, something of the marvels we would accomplish if you—you—understood your own capabilities and the possibilities of the greatest business on earth. I recommend it as unfailing if faithfully followed, and earnestly appeal to you to try it for November and December, and to try it with the idea that you are going to like it and to make it prove true. If you do that, I will say to you right now that you will have twice as good an opinion of yourself at the end of that time as you have now; and isn't that worth trying for?

MR. S. P. SAUNDERS writes under date, October 30th, 1903, as follows:—"I am pleased to be able to report that I have secured, during the fourteen days that I have been operating here, applications that total \$16,500. I also have many others in sight, which I hope to capture during the few weeks longer that I shall remain."



### Supply Order Blank.

Perhaps you are not fully equipped for the rigours of the Fall Campaign, and an additional supply of forms would be of material assistance to you. If so, fill up the enclosed blank and forward it either to your District Agent or to the Head Office, when it will have immediate attention. We have a good supply of "Annual Reports" and "The Year's Record" on hand, which should be used before December 31st. Also if there is any point upon which you would like information, do not fail to let us know. We are anxious to help you in every way.

### Circularizing.

Undoubtedly a circular letter, if properly prepared and followed up, is a valuable business-getter. Mr. E. S. Miller, Provincial Manager, Montreal, Que., writes:—

"I enclose you herewith copy of a letter I am sending out to one hundred business men. Each letter will be a personal letter, and copied in the letter book, so that it will have no appearance of being a circular letter, and a stamped envelope will be enclosed with each one for reply. About a week after these go out we will send a few blotters or a circular to each one."

His circular reads as follows:—

DEAR SIR:—As you are a busy man, we presume you do not care to have any of your time wasted by life insurance agents who may call upon you at their convenience. At the same time life insurance is a question in which every business man is interested, and we take the liberty of asking if it would be agreeable to have us call upon you at a time and place to suit *your convenience*. We would like the opportunity of taking the matter up with you as a business proposition.

Appreciating the value of your time, we do not propose to enter into the details of the question here, or to discuss the merits of our Company. Moreover the standing of the Imperial and its unparalleled record are, we believe, too well known to the business public to require comment.

Trusting to have the favor of an early reply, I am,

Yours truly,

E. S. MILLER, Provincial Manager.

Some of our representatives are hardly in a position to undertake this work personally. We shall, therefore, be only too pleased to co-operate with them in this direction, by sending out a circular for them (of their preparation), if they will guarantee to follow it up in such a manner that the best possible results will accrue therefrom. Mr. R. W. Day, of Edmonton, is trying it—he furnishes the copy for the letter (subject to our approval), and the list of names, and we send the letter out—and expect it to result in some good business. Think it over and see if we cannot help you, remembering, however, that it is not the circular letter that brings results, but the manner in which it is followed up.

### Underpaid Postage.

We would again draw attention to the fact that if the postage on a letter is not sufficiently prepaid, it necessitates a double payment at this office. We are continually receiving letters from our representatives insufficiently prepaid, and it will oblige if, in future, care is taken to see that the proper postage is affixed before mailing.

# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4—No. 43. Published by The Imperial Life Assurance Co. of Can. (16—11—03)

### SIMPLICITY, LIBERALITY & SECURITY.

Has it yet occurred to you what a wealth of meaning there is in the three words, "Simplicity, Liberty and Security," when applied to the Imperial's new policy contract? If not, you have failed to understand and grasp the salient points of the sample policy sent to you. Let us consider these for a moment.

Simplicity. Look at the first page of the policy, and—

Note 1—The simple language employed—a child can understand it. There are no technical terms involved; there are no ambiguous words to explain.

Note 2—The simple arrangement of the contract from the standpoint of the policyholder and from that of the Company.

Note 3—The simple divisions of the contract as contained on the first page—I. There is the assuring of the life. II. The promise to pay. III. The consideration. IV. The incorporation of the privileges on the succeeding pages, and finally V. The signing and sealing of the contract.

In competition, you will find that in conciseness of form and in absence of technicalities the Imperial's new contract is peerless.

Liberality. Turn now to the second and third pages.

Note 1—Indisputability after one year.

Note 2—Grace of one month for the payment of premiums, during which period policy is in full force and effect.

Note 3—Provision for revival within 13 months.

Note 4—Increasing Cash Surrender Values applicable after three years.

Note 5—Increasing Loan Values applicable after three years.

Note 6—Increasing Paid-up Values applicable after three years.

Note 7—Extended Term Insurance applicable after three years and increasing in value the longer the policy is continued.

Note 8—Automatic Non-Forfeiture Privilege applicable after three years, and increasing in value the longer the policy is continued.

Note 9—Special instalment privilege providing for proceeds of policy being payable in from 2 to 30 instalments.



Note 10—Special continuous annual instalment privilege for an income during the life of the beneficiary, or for 20 years at least.

Note 11—From 3 to 6 attractive methods of treating with surplus benefits.

In comparison, it will be found that the Imperial policy must be accorded the premier position for liberality.

Security. The security at the back of an Imperial policy is unquestionable and ample.

Note 1—The substantial subscribed capital of \$1,000,000, and paid-up capital of \$450,000, all for the benefit of policyholders.

Note 2—Government deposit of \$250,000, the largest of any Canadian company, all for the benefit of policyholders.

Note 3—Imperial's reserves based on  $3\frac{1}{2}\%$ , all for the benefit of policyholders. The Imperial was the pioneer Company to place its reserves upon this strong, conservative and stringent basis.

Note 4—For every \$100 of liabilities to policyholders the Imperial holds \$147 of assets. This is strength impregnable and beyond comparison.

The foregoing constitute the real and substantial prestige which Imperial representatives have over all competitors. They place us in a unique position, and make us unusually strong and practically unassailable. The question arises, however—to what advantage are we going to turn these magnificent privileges? Applicants do not hunt up the best company, nor look out for the best policy contract. They usually take the best proposition that is presented to them. Our superiority is nullified if Imperialites do not advertise it broadly, intelligently and perseveringly, and unless they follow up this advertising by securing the business. The way to advertise the Imperial's contract is by personal canvass; it is the most effectual way of advertising so as to secure results—by that I mean applications. T. B.

### How the Imperial's Death Claims are Paid.

KINGSTON, November 4th, 1903.

J. B. COOKE, ESQ, District Manager,

The Imperial Life Assurance Company of Canada,

Kingston, Ont.

DEAR SIR,—I thank you for your Company's \$1,000 cheque in payment of the policy on the life of my late husband, and beg to express my appreciation of the *facilities afforded me* by the Company for the completion of the papers necessary to prove my claim, and for the fact that their cheque was issued *to me the same day as the completed papers were received by them.*

Yours sincerely,

ALICE WILSON.

### Notes on the New Application Form.

*Age next birthday.* Enquiry has been made as to the reason why the question—"Age next birthday?" is not contained in the new application blank. The reason is that in the old application form a great many discrepancies occurred between the date of birth and the age next birthday, and



# THE IMPERIAL LIFE

## AGENTS NEWS

Vcl. 4—No. 43. Published by The Imperial Life Assurance Co. of Can. (16—11—03)

### November Honor Roll.

An effort has been inaugurated to make the November Honor Roll historic in the annals of "Imperialism," both in regard to the number of names that are to appear on it and also the amount to be credited to each name. The Officer who has started the ball rolling gives warning that he will be much disappointed if the following names, among others, do not adorn it :

J. F. Anderson	W. A. Gibson	A. C. Pye
H. B. Andrews	T. M. Grover	C. W. R. Pearson
W. C. Armstrong	J. C. Gass	A. N. Reid
J. P. Beaudoin	H. L. Grant	Rev. A. W. Ross
N. D. Bell	J. Holland	J. A. Robinson
A. A. Bartlett	Geo. R. Hamilton	H. A. Raney
W. H. Bessey	R. Hall	C. F. Stewart
F. C. Bogart	C. L. Hanington	W. H. Seymour
R. E. Boisseau	W. E. Kerr	S. P. Saunders
D. H. Booth	J. A. Labelle	R. Stevenson
H. Brown	Lane & Cavers	H. F. Staples
J. Cawley	Dr. D. Lowrey	T. M. Scott
A. C. Champagne	J. H. Macabe	J. W. W. Stewart
E. W. Chandler	J. E. McCuaig	J. Speers
J. B. Cooke	W. D. McVey	A. McN. Shaw
A. M. Crofton	C. F. McTavish	W. Simper
R. W. Day	W. D. Mills	F. B. Springer
A. Duncan	J. F. Morris	D. N. Sinclair
A. H. Fair	W. A. McCallum	B. P. Sweeney
T. S. Farnham	F. A. Moore	S. R. Stewart
H. V. Fieldhouse	G. A. Macpherson	H. C. Thomas
L. P. Flagler	H. McSween	W. R. Theal
H. E. Fraser	E. S. Miller	F. A. Verge
H. R. Gray	J. Mair	J. S. Wallace
G. H. D. Gibson	J. J. O'Neill	A. S. Wickware.
R. R. Garvin		

The suggestion is a worthy one and we feel sure will be taken hold of.



it was to avoid these discrepancies that the question, "Age next birthday?" was omitted in the new form. All premiums for assurance are calculated as at *age next birthday*. In this connection attention is specially called to paragraph 5, page 2 of the Manual of "Rules and Instructions to Agents."

*Insurable interest.* Attention has been directed to the purport of question 4 (d) page 1 in the new application form. It will not be necessary to answer this question where the beneficiary is the wife, children, or mother of the applicant. In every other case it should be answered. An important reference to the subject of *insurable interest* is contained in paragraph 74, page 23 of the "Rules and Instructions to Agents." Every agent should read this paragraph.

### Honor Roll for October, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked:—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
J. C. Gass, Shubenacadie, N.S. ....	13,000	1	559.55	2	6
A. C. Champagne, Montreal, Que. ....	12,000	2	841.40	1	3
J. H. Macabe, Toronto, Ont. ....	10,500	3	350.00	5	7
J. P. Beaudoin, Montreal, Que. ....	10,000	4	437.35	3	8
Dr. D. Lowrey, Toronto, Ont. ....	10,000	4	400.50	4	6
A. S. Wickware, Ottawa, Ont. ....	10,000	4	200.25	14	3
R. W. Day, Edmonton, Alta. ....	9,000	7	312.40	7	4
W. A. Gibson, Fredericton, N.B. ....	7,500	8	268.80	9	6
J. B. Cooke, Kingston, Ont. ....	7,500	8	242.35	11	4
H. B. Andrews, Toronto, Ont. ....	7,500	8	179.70	16	5
H. L. Grant, Woodstock, N.B. ....	7,000	11	263.20	10	4
Messrs. Lane & Cavers, St. Catharines..	6,500	12	270.05	8	1
J. Cawley, Brockville, Ont. ....	6,000	13	330.00	6	7
Rev. A. W. Ross, Portage La Prairie, Man.	6,000	13	180.35	15	9
R. R. Garvin, Smith's Falls, Ont. ....	6,000	13	158.75	18	2
W. R. Theal, St. John, N.B. ....	5,500	16	205.60	13	1
W. D. McVey, Toronto, Ont. ....	5,250	17	161.80	17	5
W. H. Bessey, Toronto, Ont. ....	5,000	18	212.10	12	2

### Standing of the Agencies for October, 1903.

1—Head Office Agency.

2—Montreal, Que.

3—St. John, N.B.

4—Ottawa, Ont.

5—Vancouver, B.C.

6—Halifax, N.S.

7—London, Ont.

8—Winnipeg, Man.

Kingston, Ont.

10—St. Catharines, Ont.

11—Brockville, Ont.

Regina, N.W.T.

13—Hamilton, Ont.

14—Charlottetown, P. E. I.

15—Newfoundland.

16—Brantford, Ont.

West Indies.

18—Brighton, Ont.

Durham, Ont.

Port Elgin, Ont.



## **Opinions of "Producers," regarding the** **"New Policy Contract"**

Probably the final judgment on the New Policy Contract rests with the men who sell it. That the judgment has been favorable is evident from the following :

MR. E. S. MILLER, Provincial Manager, Montreal, Que. "I am delighted with the new policy and the new circular accompanying it. These, like everything else issued by the Imperial, are up-to-date, and cannot help but be of great assistance to the agents. The brevity of the first page of the policy is a striking feature, and the extended insurance clause puts the agent in a position where he can meet competition from whatever source it may come. Imperial agents, however, have never had much to fear from the competition of other companies."

MR. J. S. WALLACE, Provincial Manager, Winnipeg, Man. "I consider it to be an excellent contract, being simple and free from technical terms and it will be a good policy to sell."

MR. T. M. GROVER, Territorial Manager, Regina, N.W.T. "The contract is so clear that it will be an extremely valuable canvassing document."

MR. J. CAWLEY, District Manager, Brockville, Ont. "I must say that it is truly an ideal policy, the wording is so clear and concise and free from all technicalities."

MR. GEO. R. HAMILTON, Manager, Western Ontario, London, Ont. "I like the features of the new policy very much and also the new application forms. I think there are some questions on the application forms which are very pertinent and will be beneficial to the Company."

## **NOTES.**

Mr. J. C. Cass, of Shubenacadie, N.S., has our heartiest congratulations upon his October success. Mr. Cass has secured a place on the Honor Roll every month since he joined the Imperial staff, and the fact that he has at last secured the premier position is a proof of his persevering qualities.

Mr. A. C. Champagne, of Montreal, Que., is noted for the high average premium which his business carries, but we think he has eclipsed all previous records this month. An average of \$70 per thousand is certainly "Imperial" business.

Head Office Agency secured five places on the Honor Roll. St. John comes next with three.

The October business showed an increase over October, 1902, but it was not very large. We want November's increase to be large.

Mr. R. R. Garvin, of Smith's Falls, is putting in good work. A higher place on the Honor Roll is due him.

Mr. R. W. Day, of Edmonton, Alta., writes :—"I am greatly pleased with our new policy, and am better pleased to be able to inform you that it had not been in my possession twenty minutes before I had closed an application." So far as we can ascertain this is the record. We noticed in a batch of business received from Mr. Day last week that he secured seven applications between October 27th and October 31st. Well done, Mr. Day. This is certainly a practical demonstration of what hard work will accomplish.

# THE IMPERIAL LIFE

## AGENTS NEWS

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Vol. 4—No. 44. Published by The Imperial Life Assurance Co. of Can. (23—11—03)

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### **The New Policy Contract.**

Get out and sell the new policy ! Advertise the fact that you have the best policy in the market to-day, and you will find lots of buyers. The public want the best they can get for their money. Your work is to convince them that you have the best in life assurance, and that will not be hard. Enter into every competition with the confidence of success born of the knowledge that you cannot be defeated. Your position is impregnable if you use it properly, but even the best goods cannot be sold, if the public do not know you have them, and if you do not intelligently indicate their merits. We have done everything we can think of to help you make the November and December campaign a success. It's now up to you.

### **The November Business.**

The business manages to keep ahead of last November, but not enough to bring the \$500,000 in sight. We should be issuing nearly twice as many policies as we are. What is the cause of this deficiency ? But, whatever the cause, it must be remedied. We count upon every staunch Imperialite to do his share towards making the last week of November a splendid success.

### **The November Honor Roll.**

There is no royal road to success. No Imperialite ever secured a place on the Honor Roll without working hard for it. On the other hand, no Imperialite who puts in a month's hard, conscientious work will fail to secure a place. Last November the Honor Roll contained twenty-seven names. This month it must be larger. The list we published last week contained seventy-six names. Will any be left at the post ?



### **Another Claim Paid Within 24 Hours.**

GEORGE R. HAMILTON, ESQ., District Manager,  
The Imperial Life Assurance Company,  
London, Ontario.

DEAR SIR :—I beg to thank you for the prompt payment of the claim under your policy No. 3180 on the life of my late son, Percy, who was drowned in Lake Rosseau, Muskoka, the cheque having been issued by the Company the same day as the forms notifying them of the proper claimant had been received.

Yours very truly,

J. HESPELER.

### **The Automatic Non-Forfeiture Provision.**

Perhaps some representatives have not noticed the increased liberality of the Automatic Non-Forfeiture Provision, contained in the new policy, as compared with that in the old contract. If not, they have overlooked a very important point.

Under this provision in the old contract, the policy was kept in force so long as the balance to the credit of the policy was sufficient to pay the premium that was due, but if it was under that amount, the policy lapsed. The provision in the new contract provides that the policy will be kept in force so long as there is an amount standing at the credit of the policy, no matter how small. If the amount is less than the premium due, the policy will be kept in force for such fraction of the premium term as the amount bears to the premium.

This is a point which should not be overlooked. The policy of no other company in Canada contains such a liberal automatic non-forfeiture provision as this, consequently it can always be brought up in competition. It is one of the many points in which the new policy contract is without a peer in Canadian life assurance.

### **The Advertising Card.**

Mr. T. M. Grover, Regina, N.W.T., writes about the advertising card :—  
“It is the best worded and strongest advertisement the Imperial Life has ever issued to my knowledge. It has so impressed me that I am getting six printed, with my name and address on the bottom, to hang up in the hotels, etc.”

We still have a few on hand, and as long as they last, our representatives are welcome to them. Write for them.

MR. J. F. ANDERSON, LOCAL AGENT AT NORWOOD, ONT., is pleased with the new policy, we are sure. We had not heard from him for some months previously but within two weeks after receiving the new policy contract he closed three applications. Well done, Mr. Anderson. This is a splendid example for our other local representatives.

WHAT ABOUT YOUR PROSPECT BOOK? Now is the time that it will stand you in good stead if you have been using it properly during the year. Do the sheets for November and December show a full list? *Now* is the time to make that list give applications.



## **A Story in Four Chapters.**

### **I.**

WINNIPEG, MAN., August 14, 1903.

HARRY DAY, ESQ., Edraus, Man.

Dear Sir,—I beg to notify you that your premium of \$31.25, under policy No. 8078, fell due on the 15th of July, and the month's grace will expire to-morrow. Kindly remit to this office on or before that date, and oblige.

Yours truly,

J. S. WALLACE, Prov. Mgr.

### **II.**

WINNIPEG, MAN., August 18, 1903.

HARRY DAY, ESQ., Edraus, Man.

Dear Sir,—Re your policy No. 8078—Premium in connection with this policy fell due on the 15th of July, and the month's grace allowed by the Company expired on the 15th inst. In order that the policy may be put in force, we enclose you a form which kindly fill out and return to us along with the premium, viz., \$31.25, and we will give the matter our prompt attention. Kindly let us have this form by first mail if possible.

Yours truly,

J. S. WALLACE, Prov. Mgr.

### **III.**

WINNIPEG, MAN., Sept. 8, 1903.

HARRY DAY, ESQ., Edraus, Man.

Dear Sir,—The premium on your policy No. 8078 fell due on the 15th of July, and the month's grace expired on the 15th of August, but the premium has not yet been paid by you. Kindly let me know if it is your intention to re-instate this policy, and if so, I will send you out the necessary papers to enable you to do so.

I might say that if it is not convenient for you to pay the premium just now, we will accept your note for a couple of months. On account of your having paid one full year's premium, it would be a foolish thing for you to let this policy go by default.

I will be very pleased to hear from you.

Yours truly,

J. S. WALLACE, Prov. Mgr.

### **IV.**

WINNIPEG, MAN., Nov. 2, 1903.

T. BRADSHAW, ESQ., Toronto, Ont.

Dear Sir,—

RE POLICY NO. 8078, HARRY DAY.

This policy lapsed for non-payment of the July 1903 premium. I would inform you that this party died a few days ago at the Carberry Hospital. I might say that we wrote a number of letters to Mr. Day advising him to re-instate his policy, but the gentleman in question did not do so. He went to the hospital about three weeks ago, suffering from typhoid fever, and has since died.

Yours truly,

J. S. WALLACE, Prov. Mgr.

## **More Opinions of "Producers" Regarding the New Policy Contract.**

Mr. A. H. Fair, Provincial Manager, Halifax, N.S.

"I consider it an ideal one in every respect. It is certainly a very clean sheet."

Mr. J. A. Robinson, Manager for Newfoundland, St. Johns, N'd.

"The new policy form may well be called "Ideal." We may with justifiable pride refer to it as the most modern contract yet devised."

Mr. A. N. Reid, District Manager, Belleville, Ont.

"The extended insurance feature added in the new policy makes it to my mind the most liberal contract ever offered by any insurance company."

Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B.C.

"Permit me to express my personal appreciation of the new policy which you have placed in our hands. The addition of the Automatic feature, Continuous Instalment, and Extended Term Insurance makes it possible for us to compete with anything in the market. I feel confident that this will very materially strengthen our hands in the West as I am sure will be the case at every other Agency."

## **Success.**

"The secret of success is constancy of purpose."

"The price of success is eternal activity."

"The road to success is honest work."

MESSRS. GASS OF SHUBENACADIE AND DAY OF EDMONTON seem to be the leaders thus far, and are having a close race for first place on the Honor Roll. The race is not won until the last day.

## **Watch the Cash Premium Income.**

We count upon our representatives using their best endeavors to secure the payment of premiums in cash before the end of the year wherever it is at all possible, so that the Company's Cash Premium Income in the Annual Report may show up well. This is a matter in which the agent is all-powerful, and if he does not secure a satisfactory result at his agency, it will have its effect upon the grand total. Kindly keep this point in view during the next five weeks.

## **Field Notes and Pointers for Beginners—Continued.**

### **STICK TO YOUR TEXT.**

Do not take issue on every little objection raised. If you do, you furnish material for argument, and get further away from the subject. Overlook them, stick to your text, and you will soon have your man so interested that he will forget his objections and sign an application.

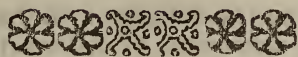
Post yourself as you proceed. Commence by trying to close up business the first day. If you wait until you are thoroughly posted, you will never commence.

### **YOUR CAPITAL.**

Your time is your capital; consequently ascertain that a man is financially and physically eligible before interviewing him. You can ascertain his financial condition through local banks or business men; you can ascertain his physical condition from examiner, family physician, or the applicant. Time is lost when spent on men who are not eligible.



# THE IMPERIAL LIFE AGENTS NEWS



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Vcl. 4—No. 45. Published by The Imperial Life Assurance Co. of Can. (30—11—03)

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TORONTO, November 30th, 1903.

IMPERIAL LIFE REPRESENTATIVES.

GENTLEMEN :—December is again upon us, and the importance of its advent from an Imperial standpoint, cannot be overestimated. We are on the eve of a remarkable epoch in Imperial Life affairs.

In reviewing the past eleven month's work I cannot but be impressed by the steady and wonderful progress which we have made. I cannot give you details at this moment, but in the most interesting branch of the work from your point of view—the new business—*1903's record thus far is ahead of that for the same period of any previous year in the Company's history.*

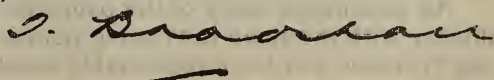
Old Imperialites, particularly, will appreciate this most gratifying statement at its full worth, as they are experienced in our previous records, and those who have not been through the past strenuous campaigns have probably heard of the stirring times in the "good old days of old."

But what we are vitally concerned in at the present time, is the December campaign. We are now launching into the last month of 1903—and it is our aim to cap the year's splendid operations with a still more splendid crown. Am I not right in this? It is the aim of every staunch Imperialite to say of the December business : "We have made a vaster record than has been."

This will be a big undertaking. Last December yielded \$633,000 of accepted business—with one exception the largest single month's business in the Company's history. But that will not discourage true Imperialites. Past successes are the surest stepping stones to future triumphs, and I feel sure that December has a splendid victory in store for us if we determine to make that victory ours.

Let us, each one, start out on Tuesday morning, December 1st, enthusiastic in our aim, and determined to make December 1903 a record breaker and I feel absolutely certain that the desired end will be more than accomplished.

Yours very truly,



Secretary.



## **Promptness Always.**

THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA,  
TORONTO, CANADA.

GENTLEMEN: I beg to acknowledge with thanks the receipt of your cheque for \$100000, in full settlement of claim arising in connection with your policy No. 3191 on the life of my late son, William Douglas Muir. I feel that I owe it to you to express my appreciation of the promptness with which this claim was paid. On August 17th I handed in proofs of claim at your office, and on the following day your cheque was delivered to me. For their courtesy and prompt and business-like methods I can heartily recommend the "Imperial" to the insuring public.

Yours very truly,

JAMES R. MUIR.

This policy was taken out in December 1899, and called for an annual premium of \$26.35. If Mr. Muir had deposited the premiums paid, in a savings bank, his estate would have received \$113.60; by depositing them with the Imperial, his estate has received \$1,000.00—a difference of \$886.40 in favor of the life policy.

## **The Extended Assurance Provision.**

The introduction of this provision into the Imperial's policy contract, is probably the most radical change that has ever been made in that document and it undoubtedly will, in future, be one of the strongest competition arguments in favor of the Imperial's policy.

The explanation contained in the pamphlet of rates is readily understood, but have you really grasped the wonderful liberality of the provision? Take for example a 20 year Endowment policy issued at age 25. After paying premiums for 10 years (total amount paid \$485.00) the assured finds that he is unable to continue the policy but he is very anxious to retain the assurance. By taking advantage of the Extended Assurance Provision his policy will be kept in force for the balance of the Endowment term, 10 years, without any further payment, and at the end of that time the Company guarantees to pay him \$443 in cash—nearly as much as he paid in originally. He will thus have had 20 years assurance of \$1000 at practically no cost whatever.

Again, take the case of a person age 25 applying for a 20 payment life policy, who after paying 10 premiums (\$300 in all) finds that he cannot continue payments but wishes to continue the assurance. By taking advantage of the Extended Assurance provision, he can have the policy continued without any further cost, for 22 years and 2 months. He would thus be insured for \$1000 from age 25 until age 57—32 years—for a total cost of \$300—an average of about \$9.00 per annum.

As an example take your own age on two or three different systems of assurance and see how advantageously the provision works out.

An exhaustive study of the pamphlet will repay every agent, as a familiarity with the many canvassing points covered by the Extended Assurance Provision will be of inestimable assistance in canvassing.

## Prominent Policyholders.

The following list of policies recently granted on the lives of prominent Canadians will indicate the ever increasing confidence in which the Imperial Life is held by the insuring public. It is a canvassing argument of no little value and should be a strong weapon in the December campaign.

Thos. Birkett.....	Hardware Merchant.....	Ottawa, Ont.....	\$10,000
Espere K. Malouf.....	Merchant.....	Montreal, Que....	10,000
Leon O. Hooper.....	Real Estate Agent.....	Edmonton, Alta...	5,000
*Walter A. Black.....	Shipping Clerk.....	Halifax, N.S.....	25,000
Dr. Albert A. Nicholls...	Physician.....	Edmonton, Alta...	5,000
Charles J. Peter.....	Merchant.....	Vancouver, B.C...	5,000
Harry M. Williams.....	Real Estate Agent.....	Edmonton, Alta...	5,000
Joseph F. Gauvreau.....	Insurance Agent.....	Quebec, Que....	5,000
David W. Lockerby.....	Manufacturer.....	Montreal, Que....	15,000
John H. McComb.....	Manufacturer.....	Montreal, Que....	10,000
Joseph G. Rainnie.....	Insurance Agent.....	Halifax, N.S.....	5,000
John C. O'Mullin.....	Barrister, etc.....	Halifax, N.S.....	10,000
Roch Lanctot.....	Trader.....	St. Constant, Que..	5,000
*Alfred Wood.....	Newspaper Manager.....	Ottawa, Ont.....	10,000
Frederick B. Atkinson...	Agent Intercolonial Railway...	Levis, Que.....	5,000
John J. McBain.....	Grain Dealer.....	Peterboro, Ont....	10,000
James F. Reid.....	Commission Merchant.....	St. Louis, U.S.A...	5,000
Emanuel R. Cox.....	Telegraph Operator.....	Hazelton, B.C....	5,000
Samuel A. McMurtry....	Treasurer Milling Co.....	Montreal, Que....	10,000
Walter T. Newman.....	Mining Engineer.....	Vancouver, B.C...	10,000
*Louis F. Heyd.....	Barrister.....	Toronto, Ont.....	5,000
Frederick K. Harris.....	Student.....	Toronto, Ont.....	5,000
Ernest V. Bodwell, K.C.	Barrister.....	Victoria, B.C....	10,000
Harry W. Sutcliffe.....	Gentleman.....	Coutlie, B.C....	5,000
John H. Jewell.....	Financier.....	Toronto, Ont.....	10,000
Arthur H. Scott.....	Commission Merchant.....	Montreal, Que....	5,000
Alex McM. Thurrott....	Merchant.....	Newcastle Bridge, N.B	5,000
Jas. F. Van Buskirk....	General Dealer.....	Fredericton, N.B...	5,000
Edwin Zeva.....	Mgr Medicine Co.....	Shelton, Conn, U.S.A.	5,000
Frederick C. Palmer.....	General Merchant.....	Dorchester, N.B...	5,000
Robert T. Johnson.....	Draughtsman and Engineer...	New York, N.Y....	8,000
Edouard D. Marceau...	Tea Merchant.....	Montreal, Que....	10,000
Jas. A. Crocket.....	Cashier.....	Fredericton, N.B..	5,000
Vincent A. Russill.....	Merchant.....	Toronto, Ont.....	5,000
Harry W. Brick.....	Drug Merchant.....	Toronto, Ont.....	10,000
George W. Upham.....	Lumber Merchant.....	Woodstock, N.B...	6,000
Louis N. Fortier.....	Tobacco Merchant.....	Montreal, Que....	5,000
*Thos. J. Clark.....	Manufacturer.....	Toronto, Ont.....	20,000
Alexander Campbell....	Patent Examiner.....	Ottawa, Ont.....	5,000
Jas. F. Gillies.....	Lumberman.....	New Liskard, Ont.	10,000
Kenneth B. Mackenzie...	Clerk.....	Sarnia, Ont.....	10,000
Wilmot M. Tobey.....	Civil Service Survey.....	Ottawa, Ont.....	5,000
Jas. E. Durand.....	Bank Secretary.....	Vancouver, B.C...	10,000
Joseph Labelle.....	Farmer.....	Ste. Therese, Que.	5,000
*Chas. E. Frosst.....	Mfr of Pharmaceutics.....	Montreal, Que....	10,000

\* Additional Assurance.



## The New Policy.

Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B. C. says :

With the excellent policy which is now taking the place of the old one we need not fear any competition. I have compared this policy with the latest issued by any other Company, and so far, we take the lead. We must, however, expect other companies to follow very closely, hence the importance of rounding up any one we meet. This new policy gives us an excellent opportunity to interview afresh, and with increased powers, those with whom we have previously been unsuccessful.

## Field Notes and Pointers for Beginners—Continued.

### 2.—MEETING OBJECTIONS.

“In sixty days come around and I’ll give you my application.”

“Why will you insure in sixty days from now? Isn’t it because you want to create a cash fund for the protection of your family, in event of your death, and because you think it is a good thing? Well, if it is a good thing in sixty days, how about *right now*? Look into the future and ask yourself if you will be alive sixty days from now, or in a position to get insurance. My dear sir, if your family needs protection sixty days from to-day, they certainly need it right now, and you can’t afford to make them take chances. Better fix it up at once—make uncertainties certain, by signing an application, paying the premium, and being examined *immediately*.”

### A CRY OF VICTORY.

Take up the work, brother, knowing that nine out of every ten people to whom you endeavor to sell a policy will offer you some excuse. “Don’t believe in life insurance,” “Got all the insurance I want,” “Can beat the results,” “Wife objects to it,” “Contrary to the teachings of the Scripture,” “Let the kids rustle for themselves,” “Monopoly,” “Charge too much,” etc., are stock excuses that the hustling life insurance man hears repeatedly. Do they affect him? Does he say, “All right. Good-bye?” Not if he is a good life insurance man. He approaches his man knowing that he is going to offer some excuse, but he goes determined to overcome all excuses and turn them into a cry of victory.

### ARGUMENT BOOK.

The most successful solicitors are those who carry what is termed an “argument book,” in which they make note of every objection raised, and, at their leisure, prepare an argument to offset it. They go over, revise and add to them as their experience and judgment dictate.

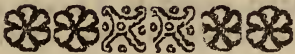
### “MORALLY WRONG.”

If it is morally wrong to carry life insurance for the protection and benefit of loved ones after your death, how about providing buildings, clothing, etc., while you live, to protect them from the inclemencies of the weather? How about saving money and leaving it to them when you die?

The December campaign must be the crowning success of the year’s work. See that you do your share.



# THE IMPERIAL LIFE



# AGENTS NEWS

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Vcl. 4—No. 46. Published by The Imperial Life Assurance Co. of Can. (7—12—03)

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## THE GREAT CAMPAIGN.

To make the December campaign a crowning victory, it must be a united campaign, that is to say, every Imperial representative must take some active part therein. It must be spontaneous throughout Canada—every city, town and village in which the Company is represented must yield its quota.

We look upon the Local Agent as the great and irresistible force in this Campaign. He is the man who must come to the front and make December's victory certain. Without his enthusiastic response, the task will be too great—but—*if every Local Agent will rise to the occasion and send in some contribution to the December business it will be a sweeping victory.*

T. B.

## The Instalment Provision.

The Instalment Provision in the Imperial's new policy is another striking feature of that document which makes it "par excellence" from the standpoint of the assured. That its terms are the most liberal and extensive inserted in any policy contract issued in Canada to-day, will be readily gathered from a perusal of the provision itself, which is briefly summed up as follows :—

When the policy matures, the sum assured may be received

- [a] In any number from five to thirty equal annual instalments, or
- [b] In the form of a guaranteed annuity for 20 years and to continue thereafter during the remainder of the life of the beneficiary.

The amounts of the instalments and of the annuity are definitely set forth and guaranteed in the policy.

Unquestionably this provision is a splendid argument in favor of life assurance generally, and especially in favor of the Imperial policy. By it a man can definitely guarantee that the beneficiary will receive a stated annual income either during entire lifetime or for a certain number of years. It often happens that a large amount of life assurance left to a widow or young children is wasted through the inexperience of the legatees, or the injudicious or improper acts of executors, and all the forethought of the protector is brought to naught. This can be definitely provided against under the Imperial policy. The Company invests the money and pays the income at stated intervals. The capital is thus absolutely safe and the beneficiary can rely upon receiving the income with absolute regularity.

A case has recently come to our notice in which a man died leaving \$25,000 in life assurance to his widow. She immediately became "rich." rented a large house in a prominent locality and lavishly furnished it. She had not the faintest idea as to the value of money and within a year the entire amount had been wasted, through her inexperience. What an argument in favor of instalment assurance. Had it been an Imperial policy, the assured could have provided that his wife, if say, age 44, would receive an annuity of \$1,245 00 per annum for 20 years certain, and thereafter, as long as she survived—an ample sum to give her all the necessities and a number of the luxuries of life.

*The Instalment Privilege under Endowment Policies.* Under the Imperial Endowment Policy the benefits of the Instalment Provision may be received by the assured if he survives the Endowment Period, and the policy tells just what will be received either in a life annuity, or an annuity for a certain number of years. For example, if the assured desires to take his \$10,000 endowment in 20 annual instalments he would receive \$652 00 annually for 20 years. If he decided to take advantage of the Continuous Instalment Privilege and he were, say, 50 years of age when the Endowment matured, he would receive an instalment of \$527.50 for 20 years certain, and thereafter as long as he survived. Is not this a good talking feature?

Do not lose sight of the Instalment Provision in canvassing. It may often be the deciding argument in closing a hesitating prospect. Bring it into full play in December and make it yield results.



**Fac-Simile of the Incomparable Policy.**

We have forwarded you a sample fac simile of the 20 Payment Life, Guaranteed Security Policy. This will undoubtedly be of substantial assistance to you in your December canvass—as the contract has been generally admitted as being incomparable. A supply will be gladly forwarded upon application to your District Agent, or to the Head Office.

It is a reproduction by photographic process of the Imperial's contract, and in handing it to a prospective applicant you can tell him that it is an exact copy of what he will receive. *Be sure to sufficiently emphasize this point.*

This document is not for general distribution, but more for your personal use. *If you leave it with a prospect, it gives you a good ex use to call upon him again for its return, consequently it will be to your advantage to keep track of every copy which you leave behind.*

**Honor Roll for November, 1903.**

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No of times on Honor Roll
J. S. Wallace, Winnipeg, Man .....	15 000	1	579 70	1	8
J. C. Gass, Shubenacadie, N.S. ....	15,000	1	477.40	3	7
J. W. W. Stewart, Vancouver, B.C. ....	13 000	3	309.90	11	7
E. S. Miller, Montreal, Que. ....	12 000	4	460 70	4	5
Rev. A. W. Ross, Portage La Prairie, Man.	11,000	5	380.85	8	10
J. A. Labelle, Joliette, Que. ....	10,000	6	454.20	5	5
R. W. Day, Edmonton, Alta. ....	10,000	6	418.10	6	5
D. Lowrey, Toronto, Ont .....	9,500	8	408.35	7	7
F. B. Springer, Vancouver, B.C. ....	8,000	9	483.20	2	6
T. M. Grover, Regina, Assa .....	8,000	9	264 45	14	5
F. A. Verge, Halifax, N.S. ....	7,500	11	290.00	12	4
J. B. Cooke, Kingston, Ont. ....	7,000	12	249.40	15	5
C. F. McTavish, London, Ont. ....	6,500	13	218.25	18	5
G. Holland, Vancouver, B.C. ....	6,000	14	330.00	10	1
S. P. Saunders, West Indies. ....	5,500	15	233.60	17	7
H. L. Grant, Woodstock, N.B. ....	5,500	15	186 30	19	5
W. A. Gibson, Fredericton, N.B. ....	5,500	15	345 75	9	7
A. A. Bartlett, Charlottetown, P.E.I. ..	5,000	18	274.00	13	1
H. C. Thomas, Montreal, Que. ....	5,000	18	235.25	16	1
W. D. McVey, Toronto, Ont. ....	5,000	18	180.80	20	6
A. McN. Shaw, St. John, N.B. ....	5,000	18	174.60	21	4
J. F. Anderson, Norwood, Ont. ....	5,000	18	147.95	22	1



## Standing of the Agencies for November.

1—Montreal.	7—Ottawa.	14—St. Catharines.
2—Vancouver.	London	15—Newfoundland.
3—Head Office Ag'cy.	9—Regina.	Brandon.
4—Winnipeg.	10—Kingston.	17—Hamilton.
5—Halifax.	11—West Indies.	18—Brighton.
6—St. John.	12—Norwood.	Brockville.
	Charlottetown.	

## NOTES.

**Messrs. J. S. Wallace and J. C. Gass** are tendered our congratulations upon leading the November Honor Roll. This is the second time in succession for Mr. Gass and if he can repeat his success in December, he will have accomplished a feat unique in Imperial Life annals.

**Montreal** wins out in the standing of the Agencies by a small margin. It will be a close race for December.

**Winnipeg** agency secured a good month's business. On November 1st Manager Wallace promised \$40,000 and sent in \$44,000. An application for \$13,000 was received from him on the evening of the 30th, too late to be included in November. Well done, Winnipeg.

**Mr. J. F. Anderson, of Norwood, Ont.,** had a very successful month. His success shows what can be accomplished in a small district by steady work. There is lots of business to be secured by the local man, if he will only get out after it.

**Mr. F. B. Springer, of Vancouver, B.C.,** has just completed his most successful month's work. On the evening of November 30th another \$5,000 application was received from him which we regret we could not include in November. It would have given him first place in new premiums. Congratulations, Mr. Springer.

**Mr. A. A. Bartlett, of Charlottetown, P.E.I.,** makes his first appearance on the Honor Roll. Welcome, Mr. Bartlett—may you never be a stranger.

**Mr. Robert Hall, of Brandon, Man.,** is another Imperialite who sent in an application on the 30th ult., too late to be included. It would have given him a place on the Honor Roll.

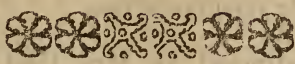
**Mr. G. Holland, of Vancouver, B.C.,** joined the Imperial staff on November 4th, and promptly secures a place on the Honor Roll. The leaders will have to watch themselves.

**Only 22 of the 76** responded to our request regarding the November Honor Roll, less than 30 per cent. What about December? Last December brought forward 36 stalwarts. Can't we beat that?

**Have You, Mr. Imperialite,** District, Special or Local, compared the standing of your agency in November with its standing in October, and if so, what does it show? Are you satisfied with your position? If so be sure you maintain it—if not, get right down to work and assist to secure a better position in December.

**Mr. C. L. Hanington, of Dorchester, N.B.,** assisted in securing \$9,000 of Imperial business in November, calling for an average premium of \$68.80 per \$1,000. We regret that this did not entitle him to a place on the Honor Roll.

# THE IMPERIAL LIFE AGENTS NEWS



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Vcl. 4—No. 47. Published by The Imperial Life Assurance Co. of Can. (14—12—03)

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## PERSONAL CANVASS.

I wish to ask you a question Mr. Imperialite. How long is it since we received an application from you ?

Pretty long in some cases. I have just been looking over a complete list of our representatives and regret to have to say that I had forgotten some of the names entirely. I haven't seen their names on an application form for weeks—yes, months in some cases.

Now we are, to-day, right in the midst of the greatest campaign of the year. Life assurance is easier to write and more life assurance is written in December than in any other month. Why shouldn't you secure your share ?

It just means an enthusiastic “personal canvass” on your part to close some good applications during the next two weeks. The business is all around you waiting to be written—it is being written by other agents—but you should and can get a good share of it by taking a little trouble.

A “personal canvass” of your immediate neighborhood will surprise you in the number of good applications it will develop. Try it during the next two weeks, and send us the results.

T. B.



## Imperial Promptness and Courtesy.

HALIFAX, N. S., Oct. 16th, 1903.

A. H. FAIR, ESQ.,  
Provincial Manager,  
The Imperial Life Assurance Co.,  
Halifax, N. S.

Dear Sir,—We are instructed by Mrs. Hart to say, in returning the receipt to you that she wishes to express her appreciation of *the promptness* with which you have settled the policy for \$10,000, upon the life of her late husband.

The promptness with which your Toronto office examines claims is highly commendable, and we wish ourselves to express our appreciation of your courtesy in assisting to perfect the proofs.

We are,

Yours truly,

DRYSDALE & MCINNES.

This policy was taken out in January 1900 on the 15 payment life plan and called for an annual premium of \$438. The total premiums paid in, compounded at bank interest amounted to \$1,875. Thus the excess received over and above the premiums paid with interest, amounted to \$8,125. Truly life assurance was a valuable investment for Mr. Hart's estate.

## Surplus Distribution to Policyholders.

It is with much satisfaction that the Directors of the Imperial Life announce that they have been able at this early period in its history to declare profits to its policyholders. Policies were first issued by the Imperial towards the close of 1897, and the first five years of these policies and of those issued during the whole year of 1898 were completed towards the close of 1902 and during the present year.

The dividends which have been declared will compare most favorably with the first dividends declared by any other Canadian Life Office. Of all the life companies which have commenced business during the past ten years, the Imperial is the only one which has declared profits to policyholders. This in itself is a convincing argument of the soundness and wisdom of its management.

The system adopted by the Imperial in the allocation of surplus has received the highest actuarial approval in Great Britain, Australia, etc., and is, in the opinion of some of the most reputable actuaries, the most equitable that has yet been devised. Each policy is credited with the excess interest on its reserve over and above the  $3\frac{1}{2}\%$  interest rate at which the reserve is calculated; and the balance of the surplus is distributed in proportion to the loading. It is assumed that no policy earns surplus in its first three years—a condition which approximates to the actual facts in consequence of the cost associated with the procurement of new business. As the reserve in the early years of a policy is comparatively small, and as it is assumed in the first quinquennial history of a policy that profits are only earned for the last two years, the profits for the first five years of a policy will be comparatively light. As the reserve, however, increases, and as during the next quinquennial period the policy will be earning surplus for each one of the five years therein, it is expected that the profits at the end of each succeeding quinquennial period will be substantially increased. This is as it should be.



# Recent Death Claims.—A Striking Illustration of the Advantages of Life Assurance.

The following is a list of the death claims recently paid by The Imperial:—

Name.	Occupation.	Address	Amount Paid	Premiums paid accuml'd with Bank Interest.	Difference.	Duration of Policy Y. M.
Tabb, P. F. B.	Soldier.	Sherbrooke, Que.	\$ 1,000	\$ 37.45	\$ 962.55	0-2
Brace, Wm.	Dentist	Toronto, Ont.	5,000	1,579.00	3,421.00	4-11
Fox, J. B. *	Carpenter	Nelson, B.C.	984	83.00	901.00	4-9
Muir, W. D.	Salesman	Toronto, Ont.	1,000	112.80	887.20	3-8
McRitchie, W. J. *	Engineer	Perch, Ont.	961	82.80	878.20	1-2
Forrest, Wm.	Merchant.	Dundas, Ont.	1,000	204.95	795.05	5-4
Finnigan, John	Liveryman	Allenford, Ont.	500	10.80	489.20	0-10
Moran, E. M.	Ry. Fireman	Chapleau, Ont.	1,000	78.90	921.10	3-0
Hespeler, P. H.	Bank Clerk	Winnipeg, Man.	1,000	109.10	890.90	4-10
Ellis, Thos.	Grocer	Toronto, Ont.	1,000	166.00	834.00	2-3
Scott, A. V.	Cheesemaker	Winnipeg, Man.	1,000	88.90	911.10	2-4
Glover, T. M.	Teacher	Tara, Ont.	1,000	185.35	814.65	5-1
Wilson, Jas.	Merchant	Napanee, Ont.	1,000	399.95	600.05	5-7
McIntyre, D. G. *	Farmer	Forrest, Man.	967	188.80	778.20	4-0
Macgowan, G.	Agent.	Vancouver, B.C.	2,500	523.20	1976.80	3-11
Smith, S. S.	Printer	Toronto, Ont.	2,500	973.65	1526.35	5-2
Hart, F. W.	Merchant	Halifax, N.S.	10,000	1,875.00	8125.00	3-8
* Error in Age.			32,412	6699.65	25,712.35	3-7

1. The total premiums paid under these policies accumulated with bank interest amounted to \$6699.65 and the total return to the estates of the assured was \$2,412.00—or 483% of the amount that would have been received from a savings bank.

2. It will be noted that one policy had been in force for only two months, while the oldest policy had been in force for only 5 years and seven months.

3. In only two cases was the amount paid to the estate of the assured less than three times the amount paid in with interest—in one case the amount was 27 times the amount received in premiums. What an argument this is to use against the man who "can carry his own risk." Every one of these persons passed strict medical examinations, and were pronounced good lives by the examiners, and yet not one of them lived much over five years. Death is certain—it may come to-morrow—it may not come for many years—but come it will. Is it not better to secure life assurance while there is yet time. Is it not better to let The Imperial Life the risk rather than the individual?

## A Safe Investment.

The enclosed new pamphlet "A Safe Investment" is a revised edition of the pamphlet "Investment," of which you have a supply. The new pamphlet contains some very excellent arguments in favor of life assurance, and a supply can be secured either by addressing your District Agent or the Head Office. Will some be of assistance to you in the December campaign?

## Field Notes and Pointers for Beginners—Continued.

### "BLOOD MONEY."

No ; life insurance money is bread money—money to pay debts and protect what you may have accumulated ; money to complete the education of your children. *It is not* blood money. It is what you would have earned had you lived.

### NOT AN EXPENSE.

Since organization, the regular life companies have returned to policy holders, or their heirs, and now hold in trust, several million dollars more than they ever received in premiums. In other words, the interest earnings, profits on investments, etc., in addition to paying all expenses of management, have earned the policyholders a profit on their money.

### "I WILL TAKE CHANCES."

You can't take the chances. It is your family that will be the loser when your income is cut off. The slight inconvenience or trouble to which you might be put in paying the premium is nothing in comparison to the inconvenience and loss your family would sustain in event of your death without insurance. Merchants and bankers prefer to extend credit to a man who carries a good line of life insurance. If you are a money-maker, you should be insured."

### "I WANT TO PAY MY DEBTS AND GET A HOME FIRST."

"Do you know that you will live to accomplish it? A policy guarantees to do both, in event of your death. If you live, it may take you longer to accomplish it ; but the satisfaction of making uncertainties certain, will more than compensate you for that."

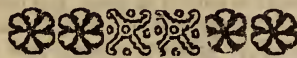
## Your Wife's Salary.

What is your wife's salary? Do not think the question absurd ; we only ask it to emphasize the fact that wives do not get salaries ; they just work for their board and clothes. They don't lay up anything for times of sickness or old age. Their husbands are supposed to do that, seeing all the earnings of the wives are used in the care and support of the family.

Well, now, it's a pretty mean man who will let that go on from year to year and not make any provision for her in case of his sudden taking off, isn't it? To be sure, the law gives the wife a definite portion of her husband's estate in case of his death ; but suppose he leaves no estate? There's the rub. Business risks, bad investments, hard times, luxury—these may leave her nothing. Life Assurance provides the one definite, sure, and easily obtained provision for the wife. And she deserves something definite and sure—doesn't she? Got it?



# THE IMPERIAL LIFE AGENTS NEWS



Vcl. 4—No. 48. Published by The Imperial Life Assurance Co. of Can. (21—12—03)

A large circular graphic with a thick, dark border. The text "NOW ROUND OUT THE YEAR" is written in white, bold, sans-serif capital letters along the top inner curve of the circle. The text "21ST - 31ST" is centered in the upper half of the circle in a large, bold, sans-serif font. Below this, the text "DO YOU REALIZE THAT" is centered in a smaller, bold, sans-serif font. Further down, "ONLY 10 DAYS REMAIN" is centered in a bold, sans-serif font. At the bottom, "BEFORE YOUR RECORD AND THE IMPERIAL'S RECORD FOR 1903 WILL BE MADE?" is centered in a smaller, bold, sans-serif font. The text "WITH AN ALL-ROUND RECORD" is written in white, bold, sans-serif capital letters along the bottom inner curve of the circle.

**NOW ROUND OUT THE YEAR**

**21ST - 31ST**

**DO YOU REALIZE THAT**

**ONLY 10 DAYS REMAIN**

**BEFORE YOUR RECORD AND  
THE IMPERIAL'S RECORD  
FOR 1903 WILL BE MADE?**

**WITH AN ALL-ROUND RECORD**



## 5% Investment Bond.

We are pleased to give in this issue a copy of a Bond just issued to the Honorable Cecil Edwardes, of Vancouver, the application for which was secured by Mr. F. B. Springer.

As an investment, this Bond is unexcelled. When the Hon. Mr. Edwardes reaches the age of 42, he is entitled to receive:

- 1—A \$10,000 Bond, payable in gold in 20 years, and bearing interest at 5% per year, and
- 2—The Accumulated Surplus, payable in one sum, estimated at \$3,120.

Mr. Edwardes will thus draw an annuity of \$500 per annum until age 62, when the \$10,000 Bond matures and is payable in gold. Should Mr. Edwardes die before reaching age 42, all premiums cease and there immediately becomes payable to his wife or estate, an annual income of \$500 for 20 years, and at the end of 20 years from his death, the Bond of \$10,000 also becomes payable in gold.

An examination of the many valuable features of this Bond will prove interesting.

Amount of Bond, \$10,000.00. Age 27. Secured by Annual Deposit of \$828.50 for 15 years.  
Accumulative Surplus Period, 15 years.

**Amounts payable and Guaranteed in the event of the purchaser's death prior to the expiration of 15 years.**

GUARANTEED.	\$500.00, being 5% interest on the face value of the Bond of \$10,000, continuing for 20 years. TOTAL.....	\$10,000
	And in addition the face value of the Bond one year after the receipt of the last instalment of interest .....	\$10,000
	Total amount payable and guaranteed .....	\$20,000

**Options available at end of Accumulative Surplus Period, being 15 years from the date of the original contract, if purchaser be then alive.**

GUARANTEED.	(1) \$500.00, or 5% interest on the face value of the Bond of \$10,000, continuing for 20 years. TOTAL.....	\$10,000
	And in addition the face value of the Bond, payable one year after the receipt of the last instalment of interest.....	\$10,000
	Accumulated Surplus, Estimated .....	\$ 3,120
	TOTAL .....	\$23,120

Or (2)	<b>TOTAL CASH VALUE</b> , applicable on surrender of contract :	
	COMPOSED { (a) Reserve, Guaranteed .....	\$12,380
	OF { (b) Accumulated Surplus, Estimated .....	\$ 3,120
	"Total Cash Value," payable in one sum.....	\$15,500

Or (3)	<b>PAID-UP LIFE ASSURANCE</b> (payable in one sum), applicable on surrender of contract, and being the equivalent of the "Total Cash Value" (subject to satisfactory evidence of good health, and partially estimated) .....	\$31,350
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Or (4)	<b>LIFE ANNUITY</b> , applicable on surrender of contract, and being the equivalent of the "Total Cash Value" (partially estimated).....	\$ 970
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The following table gives the different values of the Bond should it be terminated during its first 15 years.

AFTER POLICY HAS BEEN IN FORCE AND PREMIUMS PAID FOR	CASH SURRENDER VALUE	PAID-UP POLICY	EXTENDED TERM ASSURANCE AND PURE ENDOWMENT		AFTER POLICY HAS BEEN IN FORCE AND PREMIUMS PAID FOR	CASH SURRENDER VALUE	PAID-UP POLICY	EXTENDED TERM ASSURANCE AND PURE ENDOWMENT	
			PERIOD OF TERM ASSURANCE	A'M'T. OF PURE END'T.				PERIOD OF TERM ASSURANCE	A'M'T. OF PURE END'T.
			Years					Years	
3 full years	1250	2480	12	310	9 full years	6170	7430	6	6990
4 " "	1820	3300	11	1250	10 " "	7380	8250	5	7860
5 " "	2660	4130	10	2540	11 " "	8290	9080	4	8690
6 " "	3450	4950	9	3660	12 " "	9250	9900	3	9480
7 " "	4360	5780	8	4870	13 " "	10740	10730	2	10280
8 " "	5370	6690	7	6120	14 " "	11290	11560	1	11020
					15 " "	Accumulative Surplus Period Expires.			

NOTE.—"Loan Values" are 24 per cent. of the respective "Cash Surrender Values."

An examination of the excellent investment features of this Bond will immediately suggest to you that there is someone in your district who should purchase one. I venture to state that at least one of these Bonds could be placed in every Imperialist's territory if he would tackle the right man. Who is he? That is what you must decide. And then pitch in and place the Bond this month.

# The Imperial Life Assurance Company of Canada

## HEREBY ASSURES THE LIFE OF

### NUMBER

11535

### HONORABLE CECIL EDWARDES,

of *Vancouver, British Columbia*, hereinafter called the "assured," and if the assured dies before the *first* day of *December, 1918*, while this policy is in force, agrees to issue a Bond for *Ten Thousand Dollars*, upon the receipt and approval of proofs of the death and age of the assured, the Bond to mature at the expiration of twenty years from its date of issue and to bear interest at the rate of five per cent., payable annually in advance until it matures, the Bond and the twenty annual instalments of interest to be payable to the wife of the assured, *Marie Louise Lucienne Juliette Edwardes*, if living, otherwise in equal shares to the surviving children of the said assured.

\$10,000

5% BOND

### AGE

27

### YEARLY

### PREMIUM

\$828.50

FOR 15 YEARS

Or the Company agrees to issue a Bond for the above mentioned amount to the assured, if alive, on the *first* day of *December, 1918*, and provided that this policy is then in force and that proof of the assured's age shall have been received and approved by the Company, such Bond to mature at the expiration of twenty years from its date of issue and to bear interest at a rate of five per cent. payable annually in advance until it matures.

### 15 YEARS

### ENDOWMENT

This policy is granted in consideration of the application herefor, which application is hereby made a part of this contract, and of the yearly premium of *Eight Hundred and Twenty-eight 50/100 Dollars* to be paid in advance and of the payment of a like sum thereafter on the *first* day of *December* in every year until the premiums for *fifteen* full years shall have been paid, or until the prior death of the assured.

### SURPLUS

### PERIOD

15 YEARS

The privileges and provisions contained on the second and third pages hereof are hereby made a part of this policy.

IN WITNESS WHEREOF The Imperial Life Assurance Company of Canada has caused these presents to be sealed with its corporate seal, and signed by the proper officers in that behalf at its Head Office, Toronto, Canada, this *twelfth* day of *December* nineteen hundred and *three*.



## Appreciation.

1 DAVIES AVE., TORONTO,  
Nov. 30th, 1903.

THE IMPERIAL LIFE ASSURANCE CO. OF CANADA,

Gentlemen,—Having received a cheque from your Company for Twenty Five Hundred Dollars on the Insurance Policy of my late husband Samuel S. Smith, I beg to tender my most sincere thanks for your kind and willing recognition (after having been duly notified) of this claim.

I have frequently heard my husband speak in the highest terms of your Company, with some of whose members I believe he had a personal acquaintance.

Again thanking you for your very prompt payment of this policy, I remain,  
Very truly yours,

ROSE N. SMITH.

P. S.—I feel that I owe Mr. McCarthy (your Superintendent) an apology for not having expressed my thanks more fully when I received the cheque, but the death of my husband was such a severe shock to me that I fear I have been somewhat negligent of my duties. I trust that he will kindly accept this as a plea for my lack of courtesy.

R. N. S.

## NOTES.

**Mr. F. B. Springer of Vancouver, B. C.** is making December count. We have already referred to a \$10,000, 15 year Endowment, 5% Investment Bond, received the other day. Another \$5,000, 15 Year Endowment has also been received. Congratulations, Mr. Springer.

**Mr. J. A. Robinson of St. Johns, Nfd.** is one of our progressive Managers. He recently issued a special circular letter to women pointing out the advantages of life assurance, and particularly, of the Imperial's contract. We hope his venture proves successful.

**Mr. Geo. R. Hamilton of London** is running a series of short reading notices in the daily papers this month. He is on the war path in earnest.

An invariably cheerful manner is the life agent's great asset. His work brings him into contact with all sorts and conditions of people who largely judge him by the impression he leaves with them. Thousands of people who never amount to much could do the work of giants if they could only conquer their moods. The agent who is master of himself is master of his business.

**Mr. J. F. Anderson of Norwood, Ont.** will be on the Honor Roll this month. The grass is not growing under his feet.

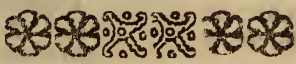
Cultivate self help. Do not seek nor like to be dependent upon others for what you can yourself supply.

**Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B. C.** writes as follows:—Amongst other efforts to close business this month I have sent out a letter to each of our policyholders who have lapsed, calling attention to the new policy. I have already had one favorable reply. W. H. Browne of this city has applied for \$1000 extra assurance on the new plan."

Skill to do comes by doing ; knowledge comes by eyes always open and working hands ; and there is no knowledge that is not power.



# THE IMPERIAL LIFE



## AGENTS NEWS

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Vol. 4—No. 49. Published by The Imperial Life Assurance Co. of Can. (28—12—03)

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The last four days of 1902 yielded \$230,000 of accepted business. We want the same amount during the next four days. Are Imperialites equal to it?

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Remember that the business will be closed promptly on the 31st inst. Applications therefore must be forwarded immediately to count in 1903.

## WHICH IS MORE URGENT?

### Fire Assurance.

**Important?** You fully realize it. You would not allow your house to remain uninsured over night.

Your house may never burn. Comparatively few buildings ever do.

If your house does burn, your property is destroyed, but you can still provide for your loved ones. Your income remains unaffected, your earning capacity unimpaired.

If your house is not insured at all, or for an insufficient amount,

**YOU**

**Carry the Risk.**

Your friend has had his home insured these 30 years, and has had no fire. He has been fortunate in that, though he has nothing now to show for the money paid out.

### Life Assurance.

**Important?** Oh yes, you intend to insure after a while when "a little better able to do so."

You will surely die. All men do. You are more likely to die within a week or a year, than your house is to burn.

Death destroys at once and irrevocably, in whole or in part the income that provided for the daily wants of those you love, the income that was counted on to feed and clothe and educate your children.

If your life is not insured at all, or for an insufficient amount,

**Your Wife and Babies**

**Carry the Risk.**

Your friend has had his life insured these 30 years and is now an old man. He is fortunate in having lived, and he has something now to show for the money paid out. The policy's cash value affords a comfortable support for his own declining years.

## WHICH IS MORE URGENT?

### A Good Idea.

Mr. J. W. W. Stewart is awakening considerable interest in the new policy contract amongst his lapsed policyholders. The following follow-up letter has elicited some response:

"DEAR SIR,—

On the 24th ult., I wrote you respecting our new Ideal Policy, which is receiving such favorable comment in every part of Canada. I do not wish to worry you on this subject, but it should be of great importance to you in view of its attractive features. Will you kindly think the matter over and let me know by return mail, one way or the other, as to replacing the old one with the new, and greatly oblige."

### Annual Meeting.

The Annual Meeting of the Company will be held at the Head Office on January 6th, 1904.

Heretofore it has been the practice of the Company to send out the results of the year's work on December 31st. This, however, has not been found entirely satisfactory, and the first notice of the 1903 record will be given in the NEWS of the 4th prox.



## A Wise Provision.

Many a farmer is struggling along with a load of debt on his farm, but by dint of hard work he is able to make both ends meet.

But what would happen in the event of his death? Would his wife be able to keep up the struggle for existence and perhaps bring up a young family? Would her weak shoulders be able to support the load that he had found none too light?

Everything may run smoothly as long as he lives, but—life is uncertain.

Again, what will happen if he lives? Is a definite provision being made for the re-payment of the loan, or will it always be a drain upon his resources?

A great deal could be said in favor of taking out a life assurance policy as an ideal method of providing for the repayment of a mortgage loan, but the following case sets forth the advantages in a nut shell:

(1)—On January 30th, 1900, Mr. D. G. MacIntyre, of Souris, Manitoba, mortgaged his farm for \$1,000. At the same time he took out a life policy in The Imperial Life Assurance Company of Canada, for \$1,000, in favor of his wife, to provide for the mortgage on the maturity of the policy, or in the event of his prior death.

(2)—Mr. MacIntyre died on July 17th, 1903—3½ years after the above transaction—and under ordinary circumstances his widow would have inherited a heavily mortgaged farm. But not so in this case. Through Mr. MacIntyre's forethought in taking out a life policy, his widow inherits a property entirely free from debt, the life assurance offsetting the loan. Wasn't that a wise provision? Mr. MacIntyre was a shrewd business man.

(3)—Every farmer who carries a mortgage endeavors to reduce it every year, but, usually, his savings are irregular and insignificant in size. Not so, however, if he carries a life policy. Mr. MacIntyre's policy called for an annual premium of \$43.30. Had he deposited this amount with a savings bank each year instead of with The Imperial Life, his savings would have been worth on the date of his death, \$188.90. As he deposited them with The Imperial Life, they were worth \$1,000—\$811.10 more than the bank value.

(4)—Suppose Mr. MacIntyre had lived 20 years. In that time he would have paid in premiums \$866.00. His policy would have matured and he would receive in cash:

The reserve, guaranteed	-	-	\$ 715 00
The surplus, estimated	-	-	\$ 337.00
Total	-	-	<u>\$1052.00</u>

which would more than cancel the mortgage.

An Imperial Life Policy definitely guarantees to pay off your mortgage, no matter whether you live or die. Do you want such a guarantee?



Are you aware of the many investment and protective advantages of an Endowment Policy in the Imperial Life Assurance Company of Canada? An Imperial Endowment policy will provide for your dependents in the event of your death during the Endowment period; if you survive that period, it will provide for your old age. Write to A. McN. Shaw, Provincial Manager, St. John, N.B., for pamphlet, "An Imperial Endowment Policy."

# THE IMPERIAL LIFE AGENTS NEWS

VOL. 5--No. 1.

Published by The Imperial Life Assurance Company of Canada

(4-1-04)

HEAD OFFICE, December 31st, 1903.

*To the Representatives of*

## The Imperial Life Assurance Co. of Can.:

GENTLEMEN:—In no year since the Imperial Life commenced business has greater material progress been made than in 1903. The year's record is one in which every Imperialite will take the greatest pride, for it may be truthfully said that all in the Company have assisted in bringing about the magnificent results to be recorded, results which have never been equalled in the history of Canadian life assurance. By the unrivalled system in vogue at the Head Office in all departments—Agency, Accountancy, Investment, Actuarial, Policy, Inspection—a detailed and complete statement of the entire affairs of the Imperial Life was available this evening. It is unique in Canadian life assurance for any Company to be able to advise its representatives so promptly at the close of the year's business the full details which follow—in fact it is known to have been the practice of some companies—it may be so still—to keep open their books for some days after the close of the year to include business of the following year so as to swell the volume of new business. While the Imperial might very easily have increased its new business two or three hundred thousand dollars in this way, it has been deemed more desirable to include only business of the year and thus be able to report the year's business at its close, instead of one or two weeks thereafter.

What are the results of the year's labors?

1. **New Business.** The applications received totalled \$4,450,000, while the policies actually issued and revived amounted to \$4,044,113, a volume of new business which has been exceeded only once in the Company's entire history, and which has never been equalled by any other Canadian life company at the same period of its existence.
2. **Assurance in Force.** The amount of all the policies now in force is \$15,407,658, a gain in the year of over \$2,000,000. This also is a record which has no parallel in Canadian life assurance. (*See note below.*)
3. **Premium Income.** The premiums received in cash show the handsome gain of \$84,708, while the total premium income for the year reached the sum of \$567,034.
4. **Interest Income.** The cash interest income for the year 1903 amounted to \$84,632, and surpassed that of 1902 by no less than \$12,680. A significant feature of the year is that the cash interest income not only was sufficient to pay all the death claims of the year, but left a surplus of \$36,503.
5. **Reserve for Policies.** The same conservative Table of Mortality and rate of interest were employed in valuing the Company's policies as in past years. The reserve fund now reaches \$1,428,637, being \$326,106 greater than at the close of 1902.
6. **Assets.** The Company's assets have all been carefully selected—and may be termed absolutely gilt-edged. They now total \$2,014,268, or \$353,875 more than they did a year ago.
7. **Rate of Interest.** In 1902 the average rate of interest earned was 5.92%, or, if the special item of \$9,226, profit on sale of certain securities be excluded, the rate was 5.22%. This year this latter rate has increased to 5.29%.
8. **Death Rate.** The death rate continues to keep low, the figures for 1903 being  $\frac{1}{3}$  of one per cent, of the mean amount of assurance at risk.

The foregoing facts go to prove that 1903 has been The Imperial Life's banner year, and they are strong evidences of the confidence reposed in the Company by the insuring public, and of the unwearying efforts of Imperial Life representatives all over the field.

NOTE.—Heretofore in our Annual Reports the assurance in force has been given in gross—that is to say, a \$10,000 insurance by 20 annual instalments has been returned as \$10,000, whereas the commuted or actual assurance was only \$7,660. This year we report the commuted value only. The gross value of the assurance in force would amount to \$16,009,506.



## A STUDY IN LIFE ASSURANCE.

The following comparisons are intended merely as a study in life assurance. They are not to be used for competitive purposes; and must be regarded by the representatives of The Imperial Life as for their own individual and private use. The Company does not sanction or approve of comparisons, and if it were possible, to illustrate the progress of the Imperial without referring to other companies this would have been done.

THE IMPERIAL LIFE issued its first policy on the 1st of October, 1897—or six years and three months ago. The following are all of the Dominion Companies doing general life assurance which commenced business either immediately before the IMPERIAL, or shortly after:—

Company No. 1 commenced June, 1896, 1 year and 3 months *before* the Imperial.

Company No. 2 commenced September, 1897, 1 month *before* the Imperial.

Company No. 3 commenced June, 1899, 1 year and 9 months *after* the Imperial.

Company No. 4 commenced November, 1899, 2 years and 1 month *after* the Imperial.

Company No. 5 commenced September, 1901, 3 years and 11 months *after* the Imperial.

We, of course, have not the business of these companies for the year 1903, but the last Government Report sets forth the details for the year ending December, 1902.

The following table gives the different items from the sworn statements of the Companies referred to as at the close of 1902, also the totals for these five Companies; and these totals are compared with the business of the IMPERIAL at the end of 1903.

Co.	Period of existence at Dec. 31st, 1902.	Gross Premium Income.	Interest Income.	Total Prem. and Int. Inc.	Gross Insurance in force.	Policy Reserves.	Assets.	Gross Surplus.
1	6 years and 6 months.	\$102,060	\$10,532	\$112,592	\$3,145,337	\$177,292	\$331,741	\$149,449
2	5 " 4 "	125,009	10,664	135,673	3,513,931	239,233	356,218	115,985
3	3 " 6 "	117,654	5,536	123,190	3,425,897	167,007	199,071	31,022
4	3 " 2 "	80,841	5,436	86,277	2,704,467	128,831	218,285	85,222
5	1 " 4 "	38,700	2,376	41,076	1,230,000	41,055	98,270	56,853
Total..	19 years and 10 months.	464,264	34,544	498,808	14,069,632	753,418	1,263,585	438,531
Imperial, 6 Yrs. 3 Mos.		\$567,034	\$84,632	\$651,666	\$15,407,658	\$1,428,637	\$2,014,268	\$541,314

**Note 1.** That these 5 Companies have had the advantage of 5 separate and independent managements, the influence of 5 Boards of Directors, and the power of 5 sets of Agents or field workers, contrasted with the single organization of the IMPERIAL LIFE.

**Note 2.** That the combined period for which these 5 Companies have been operating is 19 years and 10 months, or more than *three times* the period for which the IMPERIAL LIFE has been operating.

**Note 3.** The Gross Premium Income of the 5 Companies amounted to \$464,264, while that of the IMPERIAL LIFE was \$567,034, being \$102,770 or 22 per cent. greater.

**Note 4.** The Interest Income of the five Companies amounted to \$34,544; that of the Imperial was \$84,632 being \$50,088 or 145 per cent. greater.

**Note 5.** The Gross Premium Income and Interest Income of the five Companies amounted to \$498,808; that of the IMPERIAL LIFE was \$651,666 being \$152,858 or 31 per cent. greater.

**Note 6.** The total Gross Insurance in force in the five Companies amounted to \$14,069,632; that in the IMPERIAL LIFE was \$15,407,638, being \$1,338,026, or over 9 per cent. greater.

**Note 7.** The total Policy Reserves of the five Companies amounted to \$753,418; those of the IMPERIAL LIFE were \$1,428,637, being \$675,219 or 90 per cent. greater.

**Note 8.** The total Assets of the 5 Companies, amounted to \$1,203,585; those of the IMPERIAL LIFE were \$2,014,268, being \$810,683 or 67 per cent. greater.

**Note 9.** The Gross Surplus to Policyholders in the 5 Companies amounted to \$438,531; that of the IMPERIAL LIFE was \$541,314, being \$102,783 or 23 per cent. greater.



# THE IMPERIAL LIFE AGENTS NEWS

Vcl. 5—No. 2. Published by The Imperial Life Assurance Co. of Can. (15—1—04)

TO IMPERIAL REPRESENTATIVES.

## 1904's Aim—"Beat Our Best Record."

GENTLEMEN,—

A magnificent December business, rivalling that of any previous month of 1903, enabled us to close the year with a splendid record, as you have been advised; and you, as well as all associated with the Imperial, must feel highly gratified at the grand statement presented at the Annual Meeting.

By this time you will have grasped the salient features of the report, and will appreciate the great strides made during the past twelve months. The year 1903 will be marked by Imperialites as "one more solid addition to our unparalleled record."

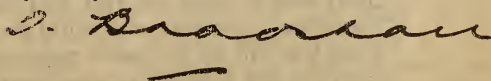
1903 has passed and 1904 is with us. While there is a pleasure and satisfaction to dwell upon past achievements, duty and progress demand that we shall only use them as stepping stones to something greater and better. Experiences of 1903 will assist us in determining those features which hindered our reaching higher things—which hindered us in writing more business in our respective fields—in failing to secure some of the "choice goods" which our competitors captured.

Every condition points to 1904 being a record year in every department of activity in Canada, and as history goes to prove that life assurance prospers just as a nation bounds forward, should not we in 1904 aim at "beating our best record?"

As in some former years, our Directors have also decided this year to ask each representative to indicate what business we may look forward to receiving from him during the year. Kindly remember that 1904's aim to "beat our best record" can only be accomplished by *each individual bearing his own past record*. This in some instances may be difficult to do; in most cases I have no hesitation in saying that it can be done.

Kindly complete and forward the enclosed card by first mail.

Yours very truly,



VICE-PRESIDENT.



## Honor Roll for December, 1903.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll up to date.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
F. B. Springer, Vancouver, B.C. ....	33,000	1	1598.65	1	7
J. H. Macabe, Toronto, Ont. ....	20,500	2	893.35	3	8
S. P. Saunders, West Indies. ....	19,200	3	900.35	2	8
A. S. Wickware, Ottawa, Ont. ....	18,000	4	855.00	4	4
A. C. Champagne, Montreal, Que. ....	18,000	4	754.25	5	4
J. S. Wallace, Winnipeg, Man. ....	18,000	4	354.20	15	9
W. E. Kerr, Toronto, Ont. ....	17,500	7	519.75	7	4
Rev. A. W. Ross, Portage La Prairie, Man.	15,000	8	507.60	9	11
J. B. Cooke, Kingston, Ont. ....	13,000	9	441.35	13	6
J. C. Gass, Shubenacadie, N.S. ....	12,000	10	566.25	6	8
R. W. Day, Edmonton, Alta. ....	11,000	11	482.20	10	6
W. H. Seymour, Hamilton, Ont. ....	11,000	11	448.82	12	6
Dr. D. Lowrey, Toronto, Ont. ....	10,000	13	451.40	11	8
T. M. Grover, Regina, N.W.T. ....	9,500	14	354.10	16	6
J. W. W. Stewart, Vancouver, B.C. ....	9,000	15	400.95	14	8
J. A. Labelle, Joliette, Que. ....	8,500	16	343.20	18	6
Lane & Cavers, St. Catharines, Ont. ..	8,000	17	303.80	20	2
J. F. Anderson, Norwood, Ont. ....	8,000	17	232.30	23	2
C. L. Hanington, Dorchester, N.B. ....	7,500	19	519.20	8	1
F. A. Verge, Halifax, N.S. ....	7,500	19	196.60	27	5
W. G. Morrow, Peterboro, Ont. ....	7,000	21	345.70	17	1
W. D. McVey, Toronto, Ont. ....	7,000	21	320.45	19	7
J. Cawley, Brockville, Ont. ....	7,000	21	221.70	26	8
J. A. Robinson, St. Johns, Nfd. ....	7,000	21	194.70	28	3
W. G. Reburn, Toronto, Ont. ....	7,000	21	193.00	29	1
C. F. McTavish, London, Ont. ....	6,000	26	268.55	22	6
Robert Hall, Brandon, Man. ....	6,000	26	222.40	24	1
J. J. O'Neill, Hamilton, Ont. ....	6,000	26	222.35	25	1
B. Bouchard, Quebec, Que. ....	6,000	26	115.75	31	1
D. N. Sinclair, Sarnia, Ont. ....	6,000	26	115.10	32	1
G. R. Hamilton, London, Ont. ....	5,000	31	287.40	21	2
J. B. Primeau, St. Eustache, Que. ....	5,000	31	182.50	30	1

## The Man who Butts in First.

Look out for opportunity, and when it comes rush in ;  
 Don't wait because you fear you may not have the strength to win ;  
 There may be others who could do your task with far more skill  
 Than you can do it—never mind—go at it with a will ;  
 They cut but little figure who remain in doubt immersed,  
 The world gives all the credit to the man who butts in first.—*Exchange.*

## A Tribute to our Representatives.

At the Annual Meeting of the Company on January 6th, 1904, a vote of thanks to the Company's representatives which was unanimously carried, was moved by Mr. E. T. Malone, K.C., the Company's solicitor. He said:—

"I desire to compliment the Field Staff of the Company on their splendid work during the past year. By persistent and organized efforts they were successful in securing applications totalling \$4,450,000, while policies were issued for \$4,044,113 of assurance. This record of policies issued has been exceeded but once in the history of the Company, namely in 1902, and then only by the small sum of \$83,529. The record of 1901 was exceeded by no less than \$846,613. It is unnecessary to quote further figures to show the efficiency of the Company's field force. From Provincial Manager to Local Agent, every man has done his utmost to forward the best interests of the Company, and the Directors congratulate themselves on the fact that they are being assisted by such a capable band of associates. With the same efficient representatives, a still more satisfactory record for 1904 is assured. In their effort to secure new business our agents have not lost sight of the fact that it is business of a permanent character which the Company desires, and the business written by the Company's representatives has been, on the whole, of the best quality. Business of this nature can best be secured where the field staff is a permanent one, and it is a happy and fortunate circumstance that we have a band of loyal and enthusiastic representatives—second to none."

The Directors and Officers, all appreciate the strong efforts put forth by our representatives all over the field resulting in the splendid 1903 record.

## Standing of the Agencies for December.

- |                       |                            |
|-----------------------|----------------------------|
| 1—Head Office Agency. | 12—Kingston, Ont.          |
| 2—Montreal, Que.      | 13—St. Catharines, Ont.    |
| 3—Vancouver, B.C.     | Norwood, Ont.              |
| 4—Winnipeg, Man.      | 15—Brockville, Ont.        |
| 5—Ottawa, Ont.        | Newfoundland.              |
| 6—Halifax, N.S.       | Peterboro, Ont.            |
| 7—Hamilton, Ont.      | 18—Brandon, Man.           |
| 8—London, Ont.        | 19—Brantford, Ont.         |
| 9—West Indies.        | 20—Belleville, Ont.        |
| 10—St. John, N.B.     | 21—Charlottetown, P. E. I. |
| 11—Regina, N. W. T.   | Brighton, Ont.             |

## Imperial Investments.

Attention has been directed to statements made by the representatives of some rival companies, that this Company had suffered some disadvantage in its investment in the Stock of the Metropolitan Bank. The statement is absolutely untrue. This Company did hold a considerable quantity of the Stock of the Metropolitan Bank, purchased at 200, but some months ago it was sold at 209, or an increase of \$9.00 on every \$100 share. This price not only returned the Company the whole amount invested, but, in addition, \$9,000, which netted 5% interest on the entire investment.



## What Does it Cost?

Thousands of men ask that question about life assurance when you interest them or when they are inquisitive. Then you want to come right back at them, slap dash, quick as a wink. Ask them if it *costs* a man to save money; to start a bank account; to deposit \$25, \$50 or \$100 or some other amount each year in a savings bank. Is that an expense? Could you count that in any sense "cost?" Why, no? Bank deposits are an asset. And yet, compared with life assurance money, the bank gives back to a man's family or his estate at death only the cash he has on deposit plus whatever accumulation the deposit has earned in interest. While if the deposits had been with the Imperial Life in one of its accumulation policies, the money that would at once fly at death to the family or estate of a policyholder would make the bank earnings appear like a pitiful asset in comparison.

"Cost" of an accumulation policy with the Imperial Life? Never! Don't think of it or speak of it as *cost*. When a man banks with the Imperial Life he receives as security a protection and investment accumulation policy that begins to make money for him right from the start. That is the *modern idea of life assurance*.

## NOTES.

We are very pleased to record the name of **Mr. F. B. Springer** at the head of the December Honor Roll. Mr. Springer not only secured a large volume of business, but a very high average premium rate in addition,—two of the most essential adjuncts to the building up of a successful agency. He has been connected with the Imperial since May, 1901, and has steadily mounted the ladder of success. A noteworthy feature of Mr. Springer's business, and one which we believe has very largely contributed to his success, is the fact that he never allows a rebate.

**Thirty-two names** on the Honor Roll from all over the field. The December campaign was a splendid combined effort on the part of nearly every Imperialite.

Amongst the long list of names we are particularly gratified to note **Messrs. Anderson, Hanington, Morrow, Hall, O'Neill and Sinclair.**

**Head Office Agency** leads for December by a comfortable margin.

**Mr. J. B. Cooke, of Kingston, Ont.,** was successful in securing a \$1,000 annuity during December. We would like our representatives to keep this department of the business more to the front.

## A New Pamphlet.

The enclosed is a sample of a new pamphlet—**A Wise Provision—Form No. 438.** Your District Manager or the Home Office will gladly forward you a supply upon request.



# THE IMPERIAL LIFE AGENTS NEWS

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Vcl. 5—No. 3.      Published by The Imperial Life Assurance Co. of Can.      (1—2—04)

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To Imperial Representatives in Canada:

RE 1904 CONVENTION.

Gentlemen:—

It has always been our aim to strengthen the ties, both between the Home Office and the agency staff, and also between the individual agents, believing that only by this means can a permanent and enthusiastic Field Staff be maintained. We are all interested in each other's achievements, and want to know "How the other half lives."

With this end in view we have decided to hold a Convention during August next, of which you have been advised, and which I sincerely trust you will be able to attend. You have particulars of the proposed trip, and will agree that the conditions under which you are invited are not at all onerous. You are simply asked to secure a certain amount of paid for business,—an amount well within your reach—before July 31st next.

It behooves each of us to arrange our plans at once, so that there will be no failure on July 31st. If you secure your monthly quota during the early months, you will undoubtedly succeed, but "DON'T DELAY." MAKE FEBRUARY YIELD ITS PROPORTIONATE SHARE, AND YOU WILL HAVE A GOOD START.

Trusting that I shall have the pleasure of meeting every Imperialite next August, and with best wishes for your success, I am,

Yours very truly,

*J. Snodden*

Vice-President.

## **Don't Lapse.**

The following letter, which explains itself, is another of the many striking illustrations of the folly of lapsing :

Kingston, January 12/04.

The Imperial Life Assce., Co.,  
Toronto, Ont.

GENTLEMEN :—

RE POL. 2804—SQUIRE—LAPSED.

I enclose herewith a statement issued last February, in order to have Mr. Squire re-instated. I might say that I did my best to have him re-instated in the fall, 1902. At that time he was in good health, and promised to take up his insurance again in a short time. In January 1903 he was obliged to go to the Hospital for treatment, through an accident caused by skating, which terminated fatally, and he died a few months afterwards.

I just happened to find this statement in clearing up my desk.

Yours very truly,

J. B. COOKE.  
Dist. Manager.

## **The Habit of Doing One's Best.**

This habit of always doing one's best enters into the very marrow of one's heart and character ; it affects one's bearing, one's self-possession. The man who does everything to a finish has a feeling of serenity ; he is not easily thrown off his balance ; he has nothing to fear, and he can look the world in the face because he feels conscious that he has not put shoddy into anything, that he has had nothing to do with shams, and that he has always done his level best. The sense of efficiency, of being master of one's craft, of being equal to any emergency, the consciousness of possessing the ability to do with superiority whatever one undertakes, will give soul satisfaction which a half-hearted, slipshod worker never knows.

When a man feels throbbing within him the power to do what he undertakes as well as it can possibly be done, and all of his faculties say "Amen" to what he is doing; and give their unqualified approval to his efforts—this is happiness, this is success. This buoyant sense of power spurs the faculties to their fullest development. It unfolds the mental, the moral and the physical forces, and this very growth, the consciousness of an expanding mentality, and of a broadening horizon, gives an added satisfaction beyond the power of words to describe. It is a realization of nobility, the divinity of the mind.—*Success.*

## **New Brunswick Competition.**

During the closing months of 1903, Mr. A. McN. Shaw, our Provincial Manager for New Brunswick, conducted a "New Brunswick Competition," the prize for which was a trip to the St. Louis Exposition. We heartily congratulate Mr. C. L. Hanington of Dorchester, N.B., upon his success in winning the Competition, and trust that he will enjoy his trip to the fullest. Mr. Hanington is Local Agent of the Company for his town, and has demonstrated his ability as a life underwriter.

## **The Year's Record.**

A copy of the above pamphlet is enclosed with every letter that leaves the Head Office, except letters to Agents. We believe that this is an excellent means of keeping the IMPERIAL constantly before the public, and strongly recommend our representatives to adopt the plan. A good supply of the form will be forwarded you upon request.



## **Head Office Correspondence.**

The Company's correspondence has become so heavy that it is found necessary to change the filing system at the Head Office. The numerical filing system has been adopted. To effect a smooth working of it, the Company's representatives are asked to comply with the following simple conditions when addressing communications to the Head Office.

(1) *Write upon one subject only in each letter.* If it be necessary to refer to two or three policies, or two or three subjects, please write a separate letter about each.

(2) *Please refer, at the head of each communication, to subject matter thereof.* Commence the letter as follows: "Re Policy No. 6570—John Jones," or "Re Local Agent, Henry Hunter," or "Re Advertising Globe Printing Company," or "Re Supplies."

It is suggested that where stenographers are employed they be shown a copy of this, and become familiar with the requirements, so as to assist the dictator by pointing out the omission of the subject, policy number, etc., should it not be referred to.

## **Supplies.**

Are you fully equipped for the February campaign? Supplies will be gladly forwarded you on receipt of request. There are a number of the 1903, "Prospect Books" on hand which can be readily adapted to 1904 requirements. Write for one if you can use it.

## **What Business will you Contribute during 1904?**

A few representatives have not yet returned the yellow business card enclosed with the last AGENTS NEWS. It will greatly oblige if all these cards be sent in by return mail.

## **Advertising.**

In planning your 1904 campaign, have you given careful consideration to the matter of advertising? It will pay you to do so.

Advertising is the motive power of business, and this is just as true in regard to life assurance as to any trade. The public must know what you have to sell before they can become purchasers, and how can the public, as a whole, be better reached than by advertising?

Many Imperialites are undertaking considerable advertising on their own account and undoubtedly they find it pays. Why shouldn't it? The key-note of every successful advertising campaign is the quality of the article advertised and Imperialites have the best in the market to offer.

And then what an advantage it is, when you don't have to introduce the Imperial to your prospect. If he knows of the Company before you broach the subject, what a tremendous assistance it is to you. The ice is already broken—you have a foothold on his consideration before you really start your canvass.

Think this over. Weigh the pros and cons carefully and you will undoubtedly come to one conclusion—"An advertising campaign will pay me."

## **Canvass Your Policyholders.**

Have you started an active canvass of your policyholders? If not, keep it in view during February. It is a field, which, if properly worked, will yield handsome results.

## **Business Cards.**

Could you use a supply of the enclosed business cards, with your name on, to advantage? They are a good canvassing document and can be obtained by writing to your District Manager or the Home Office.



## **FEBRUARY.**

How many IMPERIALITES realize that we have already entered the second month of 1904?—that one—twelfth of the year is a matter of history? Judging from the January business of some of the agencies, several representatives are hardly started on 1904.

January was not a banner month but after the grand finish of 1903, a slight re-action was expected. However, the 1903 details are now all closed up, and everybody's mind is fully occupied with 1904.

Imperial Representatives start the February campaign in a unique position. The Company's magnificent Annual Report for 1904, the first 1904 report to be issued by any Canadian Company, is in the hands of every policyholder, and the Manager of every Chartered Bank in Canada has received a copy. This means that the Report is scattered broadcast over the entire field. In addition to this, the Company's new literature has been placed in our Agents' hands, and altogether IMPERIALITES are equipped for a strong campaign, as no other life agents in Canada are equipped to-day.

This in itself is a strong position to occupy, but, when the Company's record is taken into account, the position becomes impregnable. Everybody interested in the IMPERIAL has had an opportunity of judging the year's operations for themselves, and it is positive that that judgment has been favorable.

We cannot over-estimate the tremendous lever that this position gives us in our canvass for applications. IMPERIALITES are practically a year ahead of every other Company, and, at that, with a record unexcelled in Canadian life assurance. Shouldn't that bring business? Of course it should—and will if you put the necessary vim and enthusiasm into your work. Start out to-day with the full determination to win, and during February you will surely "beat your best record."

# THE IMPERIAL LIFE

## AGENTS NEWS

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Vcl. 5—No. 4.      Published by The Imperial Life Assurance Co. of Can.      (15—2—94)

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### The 1904 Convention.

The following are a few extracts from letters received in reply to our invitation to the 1904 Convention.

Mr. A. S. Wickware, District Manager, Ottawa, Ont.

"I can assure you I appreciate the very generous proposition contained in it. Our agents, whom I have seen, are very enthusiastic over the work, and we anticipate a large representation from this district."

Mr. J. S. Wallace, Provincial Manager, Winnipeg, Man.

"I am sure that the proposed trip will be one of great interest, and that the offer which the Company has made to each agent will be very much appreciated."

Mr. Geo. R. Hamilton, Manager, Western Ontario, London, Ont.

"I think that the idea is an excellent one and intend working it up very actively with our staff. I want to make it as general as possible and give every one a chance to increase their business."

Mr. R. H. Baker, Agent, Ingoldsby, Ont.

"I will do my utmost not only to have enough business but some to spare."

Our different Managers advise us that their representatives are enthusiastic over the idea, and everything points to a most successful gathering. We want every Imperialite to be present if possible, but that depends upon each individual. Will you be there?



## What the Press Says

The manner in which the Imperial's 1904 Report has been received by the Financial and Daily papers throughout Canada, will undoubtedly be of interest to Imperialites. The following extracts from editorials and notices which have appeared, indicate that the favorable criticism has been unanimous, and one and all are agreed that the past wonderful progress of the Imperial has been sustained in every way.

### *Toronto Globe :*

Promptly at the opening of the new year, this progressive and well managed institution presents a complete exhibit of its affairs to its policyholders, and if the reports of other financial institutions which may appear later, will show as substantial advancement in those essentials which make for permanence and solidity, 1903 must have proved a highly successful year for them.

### *Monetary Times :*

Another year of successful business stands to the credit of this Company. Looking at the comparative table, which gives the totals of income, assets, reserves, etc., for the past seven years, their steady growth is striking. . . . The statement is a creditable one, and the promptness with which it was prepared after the close of the year, speaks well for the methods of the Company.

### *Halifax Herald :*

A point of great importance which is brought out in this report, is the "security to policyholders"—a point which cannot have too careful consideration. Not content with maintaining the stringent  $3\frac{1}{2}\%$  reserve required by the Dominion Government on new business, the Imperial maintains reserves upon both its old and its new business upon that basis, and in addition has provided a special reserve of nearly \$40,000 for suspended mortality.

### *London Free Press :*

The review of the Company's assets by the Vice-President, sets forth in greater detail than is ordinarily done at annual meetings, the complete investments of the Company, and it will be especially gratifying to all interested in the Imperial Life to know that the Company is not encumbered with one dollar of real estate ; that it has no foreclosures on hand or contemplated ; that it has not a single doubtful investment on its books ; and further, that the average rate of interest realized in 1903, compared with that in 1902, increased from  $5.22\%$  to  $5.29\%$ .

### *Toronto Telegram :*

It is a pleasure to see such progress in connection with one of our Canadian institutions, and we congratulate the Imperial upon its management, which, to judge from results, must be most efficient.

### *The Economist :*

The Imperial Life has had a record which is unique in life insurance in this country. Companies have started that have done a large amount of business for one or two years and then subsided, but the record of the Imperial has been one of steady continuous progress, each year marking a steady advance upon the previous year's record.

### *Hamilton Herald :*

These results attest to the efficiency in management and the substantial growth of the company. A feature specially referred to by the President, the Hon. Sir Mackenzie Bowell, is the strong reserves maintained for the security of policyholders. He pointed out that the Imperial was the first Company to adopt the  $3\frac{1}{2}\%$  interest standard in its valuations and from the report it is shown that if the reserves had been based on the less conservative government standard, the surplus to policyholders would have been \$134,580 greater.



### *Winnipeg Commercial :*

It must be gratifying to policyholders and to all interested in this Company in any way, to note the steady upward progress which is shown by this report to have taken place.

### *Toronto Mail :*

At the Annual Meeting yesterday of the Imperial Life Assurance Company of Canada, it was clearly demonstrated that the building up of a splendid institution is going forward with great rapidity. The Company is one that has ever found favor with the public by reason of its careful management and the fact that security to policyholders is its first consideration.

### *Vancouver Province :*

The report of this Company indicates that it has been favored with still another most satisfactory year, substantial progress having been made in every particular.

### *Winnipeg Free Press :*

The Imperial still continues to provide exceptional security to policyholders, as will be seen from the fact that, after having set aside a reserve fund \$134,580 in excess of the requirements of the Dominion Government, they are able to shew a gross surplus on policyholders' account of \$541,340.

## **NOTES.**

We congratulate **Dr. Lowrey** upon leading the January Honor Roll. This makes a good start for the year, Doctor.

**Messrs. A. H. Reid and W. G. Morrow** both did splendid personal work during January.

**Mr. Geo. H. Jones** joined the Imperial ranks in December. We look upon him as being a permanent member of the Honor Roll.

We are pleased to welcome the following gentlemen to the field staff :

Mr. J. W. Glenwright, - - - - Winnipeg, Man.

Mr. R. S. Raby, - - - - - Toronto, Ont.

Mr. R. E. Verge, - - - - - Halifax, N. S.

Mr. T. T. Pullan, - - - - - Deloraine, Man.

Mr. H. A. Bourne, - - - - - New Westminster, B.C.

Mr. J. C. Baker, - - - - - Halifax, N.S.

Mr. Thos. Clarke, - - - - - Halifax, N.S.

**Mr. J. G. Gass, of Shubenacadie, N.S.,** with whose success all readers of the NEWS are familiar, has been promoted to the position of "Superintendent of Agents for Nova Scotia." We extend our congratulations to Mr. Gass and wish him a prosperous 1904 in his new position.

## **Head Office Agency Competition**

Mr. J. O. McCarthy presented prizes to the Head Office Agency for competition during the last three months of 1903, consisting of two trips to the St. Louis Exposition. Mr. T. J. Macabe was successful in winning the first prize and Mr. W. E. Kerr the second prize and we congratulate these gentlemen upon their success.

## Honor Roll for January, 1904.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll to date.

	Applications.	Rank.	Premiums.	Rank.
Dr. D. Lowrey, Toronto, Ont.....	14,500	1	396.35	3
A. N. Reid, Belleville, Ont.....	12,000	2	405.20	2
E. S. Miller, Montreal, Que. ....	10,000	3	495.00	1
W. G. Morrow, Peterboro, Ont.....	8,000	4	387.95	4
W. A. Gibson, Fredericton, N.B.....	7,000	5	266.80	5
F. B. Springer, Vancouver, B.C.....	6,000	6	202.65	7
A. H. Fair, Halifax, N.S.....	5,000	7	208.15	6
J. P. Beaudoin, Montreal, Que.....	5,000	7	183.00	8
Geo. H. Jones, Toronto, Ont.....	5,000	7	124.60	9
C. L. Hanington, Dorchester, N.B.....	5,000	7	96.85	10

## Standing of the Agencies for January.

1—Head Office Agency.	11—Brockville, Ont.
2—Montreal, Que.	Regina, Assa.
3—Halifax, N.S.	13—Brantford, Ont.
4—St. John, N.B.	Kingston, Ont.
Vancouver, B.C.	West Indies.
6—Belleville, Ont.	16—Brandon, Man.
7—Ottawa, Ont.	17—Brighton, Ont.
8—Peterboro, Ont.	Hamilton, Ont.
9—Winnipeg, Man.	Norwood, Ont.
10—London, Ont.	Port Elgin, Ont.
	St. Catharines, Ont.

## Promptness and Courtesy Appreciated.

KINGSTON, Feb. 6th, 1904.

J. B. COOKE, ESQ., District Manager,

The Imperial Life Assurance Co., Toronto, Ont.

ar Sir :—

Allow me to express to you and the officers of your Company, my sincere thanks for cheque of \$1,000 handed me this day in payment of the Company's policy on the life of my late son, Charles William Wormwith. I greatly appreciate the promptness with which the settlement of the policy has been made; also, the courtesy which has characterized all your dealings with me, and the fact that their cheque was issued to me the same day as the papers were completed by them.

I will take pleasure in recommending your Company to my friends, or any person needing assurance.

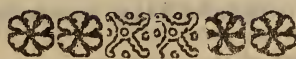
Yours sincerely,

ANNIE WORMWITH.



# THE IMPERIAL LIFE

## AGENTS NEWS



Vcl. 5—No. 5. Published by The Imperial Life Assurance Co. of Can. (1—3—04)

### Investments.

The character of a company's investments is undoubtedly one of the most important features to be considered in determining its financial strength.

The following statements regarding the investments of the Imperial Life Assurance Company of Canada indicate the high standard maintained by the Company in the selection of its securities

- (1) No asset on the Company's books is worth less than the amount represented in the Balance Sheet.
- (2) The Imperial Life holds no real estate—an asset which is generally reported as unsatisfactory.
- (3) The bonds and debentures, bank and other stocks are first class.
- (4) The loans on bonds, etc., are well secured.
- (5) The loans on real estate have been carefully placed with ample margins of security, less than 50% of an independent expert valuation having been loaned.

The following table recapitulates the Imperial's assets, and sets forth the percentage of each class to the total:—

1. Government Securities.....	\$ 47 000.00	2.3%
2. Bonds and Debentures.....	662,717.43	32.9%
3. Bank and other Stocks.....	69,797.08	3.5%
4. Mortgages on Real Estate....	558,118.99	27.7%
5. Loans on Policies, etc.....	52,044.55	2.6%
6. Loans on Bonds and Stocks..	251,450.00	12.5%
7. Cash in Banks.....	145,054.39	7.2%
8. Outstanding and Deferred Premiums. ....	199,992.36	9.9%
9. Interest accrued and due on Investments, etc.....	28,118.63	1.4%
	<hr/>	
	\$2,014 293 43	100. %

When it is also considered that notwithstanding the sterling quality of the Imperial's assets, the average rate of interest earned in 1903 was 5.29%, the favorable position of the Company from a policyholder's standpoint, will be appreciated. The Imperial Life Assurance Company of Canada ranks second to none in the excellence of its investments and the consequent unexcelled security to policyholders.



## Imperial Promptness.

J. W. W. STEWART, ESQ., Provincial Manager.  
The Imperial Life Assurance Company,  
Vancouver, B.C.

DEAR SIR:—

I have to thank you for cheque for \$2500.00, received by me in payment of my late son's policy No. 2914.

In acknowledging payment of the policy, it gives me pleasure to testify to the promptness with which the papers comprising proofs of claim were passed upon by the Company and their cheque issued. I also desire to speak of the courtesy which characterized all your and the Company's dealings with me in the preparation of the proofs, and which, I am sure, equally characterized all dealings with my late son, Guy Macgowan.

Yours very truly,

A. H. B. MACGOWAN.

## Cheer Up!

Mighty few things are as bad as they look.

There's a way out.

Somehow or other the average is generally good.

The country has its ups and downs. Business is better some years than others.

But if everything was easy there would be no excitement in the game.

The weather is bound to get ashamed of itself sometime. The trains will be running on time soon. Things will right themselves.

If it required no brains, no nerve, no energy, no work, there would be no glory in achievement.

What everybody can do nobody wants to do.

If a million dollars of business were easy to get there would be less incentive to strenuity.

Difficulties are the best stimulant. Trouble is a tonic.

The troublesome trouble is the small one.

If things went at once to everlasting smash, the worry would soon be over, and we could start afresh.

It's the small every-hour nagging things that irritate.

It's the fear of what may happen that makes gray hair and wrinkles.

It's the trouble that never comes that causes loss of sleep.

\* \* \*

Getting through the day's work is a good deal like crossing the corner of King and Yorge Streets at 6 p.m. If you stop to look at the traffic you will conclude that crossing is impossible, but make the start and keep moving and you get across somehow. You have to side-step the electric cars and give way to whatever is heavier than you are, but you get there.

Many a Monday morning begins with a sigh and a shudder, and a deep seated wonder as to how in blazes we are going to get through the week. But never mind, we do get through, and there's no use in worrying.

Cheer up—and work.

You can't beat cheerfulness and work.

Trouble seldom cripples a man—worry always does.

And most of the trouble we worry about never happens.

Anyway, trouble or no trouble, worry or no worry, there's work to be done, and work wins—you can't beat it.

Cheer up and hustle.

## Enquiries from Policyholders.

A considerable number of post cards sent out to the policyholders with the Annual Report have been returned and sent to the agents who secured the original application. We are particularly pleased to note that Mr. A. S. Wickware, District Manager at Ottawa, has been successful in securing two applications upon which policies have been issued, and expects a third shortly. If followed up properly these cards should result in good business. What have our other agents done?

## Toronto Agents Gather.

On Monday, February 22nd, Mr. McCarthy gave an informal luncheon at McConkey's to his Toronto field staff at which some fourteen members were present. After full justice had been done to an excellent repast there was an interesting discussion on Imperial matters, and difficulties in canvassing, competition, etc., were taken up. Mr. McCarthy gave an interesting and instructive talk, pointing out methods of analysing the Annual Reports of different companies. He held, and we think quite correctly, that each field worker should spend a short time analysing the Annual Reports of different companies as they appear in the press so that he may fully realize the fact—a fact that we have always endeavored to impress you with—that the Imperial is the “Best Company,” and also that he may clearly understand the position of his competitors.

## The 1904 Convention.

A few more extracts from letters received :

Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B.C.

“I am very much pleased with this Convention idea which has been so satisfactorily developed by you and I am sure it will be very helpful to those participating.”

Mr. J. Cawley, District Manager, Brockville, Ont.

“So far as the town of Brockville is concerned, during this expensive season, insurance is completely out of the question. However I hope to fill my quota just the same in order to be at the meeting together of the faithful and partake in that very generous outing tendered by the Imperial to all who merit.”

Messrs. Lane & Cavers, District Agents, St. Catharines, Ont.

“We are making strenuous efforts to have the representation from the St. Catharines District one of the best in Canada. The plan has aroused great enthusiasm among our local agents, and nearly all of them have expressed their determination to take in the trip if hard work will enable them to do it.”

Mr. J. B. Cooke, District Manager, Kingston, Ont.

“I think the Officers of the Company have made a very generous proposition, both to the District Managers and the Agents. I feel confident that the Kingston District will be well represented, and will do my utmost to assist our field staff in obtaining the allotment asked for.”

Mr. B. P. Richardson, Agent, Grenfell, Assa.

“I thank you very much for this invitation. I shall endeavor most earnestly to fulfil my part of the condition so that I may have the pleasure of meeting the representatives of the Imperial Life on this occasion.”

Every day sees the receipt of enthusiastic letters regarding the Convention. The whole field staff is apparently determined to take part, which it is sincerely hoped will be the case. Remember that the surest way to secure an invitation is to send in an average amount of business each month so that there will not be an undue rush at the end.



## More Extracts from the Press.

### *Toronto Star:*

That the Imperial Life Assurance Company of Canada has added another successful year to its record is evident from a perusal of the Directors' Report, and policyholders and all connected with the Company cannot fail to be gratified at the results achieved and the prompt manner in which they have been published.

### *Hamilton Spectator:*

In the report under consideration, there appears a comparative statement showing in connection with the more important items, the progress of the Company since 1897. The strong and steady, as opposed to spasmodic, growth which is seen to have taken place in the case of each of these items, cannot be but gratifying to all connected with the Company, and should tend to strengthen the confidence which is placed in it by the public.

### *Charlottetown Guardian:*

The report of this Company shews that during the past year it has again been successful in securing new assurances of over \$4,000,000, besides indicating a substantial growth in every other direction. The total assurances in force on December 31st, 1903, amounted to \$15,407,658 (commuted value) while the Company's reserves for the security of policyholders now total \$1,428,637, an amount which exceeds that required by the Government by \$134,580.

### *The Bulletin:*

It is a record of which the management and field force may well be proud. It is one, too, which, we think, it will be exceedingly difficult if not impossible to duplicate in this country for some time to come. The management, agents and policyholders have reason for gratification in the large measure of success which the Imperial Life has already achieved, and in the promise of still greater success which the future holds out for the company.

## Notes.

Mr. S. P. Saunders is actively at work in the West Indies and we are pleased to record the appointment of the following representatives in his field:

- B. C. Frith, District Agent for Turks Islands, Grand Turk.
- C. S. Pitcher, District Agent for Barbadoes, Bridgetown.
- J. Cox Fillan, District Agent for Dominica, Roseau.
- J. F. Hutson, Agent, Bridgetown.

We extend a hearty welcome to these gentlemen and trust that they will prove successful Imperialites

We are also pleased to welcome the following gentlemen to our Canadian field staff:—

- J. J. Gardiner, Smiths Falls, Ont.
- G. H. Gillespie, Kingston, Ont.
- D. W. Gemmill, Sault Ste Marie, Ont.

Messrs. G. A. Macpherson of Smithville, Ont., and W. M. Rowat of Winchester, Ont., who have heretofore represented the Company as local agents will now devote their entire time to Imperial affairs and have been promoted to the position of Special Agent. We wish them the best of success in their new field.



# THE IMPERIAL LIFE

## AGENTS NEWS

Vol. 5—No. 6. Published by The Imperial Life Assurance Co. of Can. (15—3—04)

### Interest.

The average rate of interest earned by a Company on its investments plays a most important part in the surplus returns to policyholders, as the excess rate of interest earned over and above the rate at which the policy reserves are maintained is one of the most fruitful sources of profit.

During 1903, the average rate of interest earned by The Imperial Life Assurance Company of Canada was 5.29%—a rate which compares most favorably with that of any other life assurance company. The Imperial's entire policy reserves have been based upon a  $3\frac{1}{2}\%$  interest rate, thus the excess of interest earned by the Imperial over the rate upon which its policy reserves are based is no less than 1.79%. The Imperial's policy reserves amount to \$1,428,637 and the surplus interest earnings alone therefore reached the comparatively large amount of \$25,573. It is questioned if any other life assurance company has as large an excess interest rate as that of the Imperial Life, and consequently, if any other company will be able to show comparatively as large an amount of surplus earnings for policyholders from this source.

During 1902, the last year for which official figures are available, the average rate of interest earned by the life companies as compiled by the Finance Chronicle of Montreal was as follows:—

Canadian Companies.....	4.75%
British Companies in Canada.....	4.05%
United States Companies in Canada.....	4.24%
The Imperial Life in 1902.....	5.22%

It will be observed that not only was the Imperial's average rate of interest greater in 1902 than the average of Canadian, British and United States Companies, but in 1903 the Imperial improved upon its own favorable rate of 1902.

Considered in conjunction with the sterling character of the Company's investments the above facts indicate that surplus returns to Imperial policyholders will be eminently satisfactory.

## **The 1904 Convention.**

The enthusiasm in connection with the 1904 Convention still grows and we are daily adding additional names to the list of gentlemen who wish to qualify. Our District Managers have found the idea of great assistance in perfecting their organization, and the list of invitations now numbers over 300. Everything points to the gathering proving a splendid success.

Messrs. A. S. Hood, of Halifax, N.S., and J. B. Waddell, of Carlton Place, Ont., are the first Imperialites to secure their full quota and we commend their wisdom in making sure of an invitation so early in the campaign. Who will be the next to qualify?

How are you getting along with your quota? A number of Imperialites did not make January and February yield their proportionate amounts. If you are in this position, be sure and see that March makes up the deficiency.

## **Policies from the Post Cards.**

Mr. A. H. Fair, Provincial Manager, Halifax, N. S.

"So far Mr. Gass has sent you an application from Mr. Lyman Clarke who filled in one of these cards. I think this was a splendid idea and considerable business should result from same, even if not immediately."

Mr. J. S. Wallace, Provincial Manager, Winnipeg, Manitoba.

"I might say that these post cards have had our very best attention. We have been successful in securing one application through the medium of these cards."

Mr. L. P. Flagler, District Agent, Brighton, Ont., has been successful in securing one application and expects another very shortly.

Follow up the post cards that were sent to you with the greatest persistency. They will undoubtedly result in good business.

## **Who will Lead the Agencies for March.**

Mr. McCarthy says that Head Office Agency will be No. 1 for March. We think Halifax should have a turn. However, Head Office Agency is out for first place and is determined to get it. What do you say to this, Montreal?

## **tanding of the Agencies for January.**

- |                       |                       |
|-----------------------|-----------------------|
| 1—Montreal, Que.      | 11—London, Ont.       |
| 2—Halifax, N.S.       | 12—Brandon, Man.      |
| 3—Head Office Agency. | Kingston, Ont.        |
| 4—Ottawa, Ont.        | Regina, Assa.         |
| 5—Winnipeg, Man.      | 15—Belleville, Ont.   |
| 6—St. John, N.B.      | Brantford, Ont.       |
| Vancouver, B.C.       | Brighton, Ont.        |
| 8—Newfoundland.       | Charlottetown, P.E.I. |
| Peterboro, Ont.       | 19—Durham, Ont.       |
| 10—West Indies.       |                       |

## **New Appointments.**

The following gentlemen have recently joined the ranks of Imperialites:—

R. Mytton, Hamilton, Ont.

W. H. Harper, Norwood, Ont.

T. D. Morrison, D'Escousse, N. S.

We hope that they will all be present at the 1904 Convention.



## The Danger of Delay.

It is not often that the danger of delay in applying for life assurance is so strikingly indicated as in a case that has just come to our notice.

On December 11th, 1903, Mr. F. B. Springer, of Vancouver, secured an application for \$10,000 from Mr. D. M. Blackwood, it being intended that the policy should be payable to his wife. Mr. Blackwood was a strong healthy-looking man with a good family history and no trouble whatever was anticipated with the medical examination. The Company's examiner, while not noting any definite defect, was not altogether satisfied with the applicant's heart, and stated that he could not conscientiously recommend the risk just then. We are advised under date of February 29th that Mr. Blackwood dropped dead on the street a few days previously.

Undoubtedly Mr. Blackwood could have secured the insurance a short time ago, as his health was not markedly impaired when he was examined, about two months previous to his death. Delay, however, robbed his widow of \$10,000. Mr. Blackwood's intentions were of the best—but !

## Honor Roll for February.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll to date.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
A. Fraser, Quebec, Que.....	16,000	1	701.05	1	1
J. P. Beaudoin, Montreal, Que.....	15,000	2	696.25	2	2
Dr. D. Lowrey, Toronto, Ont. ....	12,000	3	499.10	4	2
J. C. Gass, Shubenacadie, N.S. ....	12,000	3	395.50	6	1
A. S. Hood, Halifax, N.S. ....	11,000	5	623.55	3	1
Labelle & Co., Joliette, Que.....	8,750	6	264.80	9	1
J. A. Robinson, St. Johns, Nfld....	8,000	7	470.30	5	1
W. G. Morrow, Peterboro, Ont....	8,000	7	307.30	7	2
A. H. Fair, Halifax, N.S. ....	7,500	9	221.25	11	2
S. P. Saunders, West Indies .....	7,000	10	282.50	8	1
R. E. Verge, Halifax, N.S. ....	7,000	10	206.60	13	1
J. J. Gardiner, Smith's Falls, Ont..	6,000	12	254.50	10	1
J. C. Baker, Halifax, N.S. ....	5,500	13	210.25	12	1
R. W. Day, Edmonton, Alta .....	5,000	14	197.75	14	1
C. F. McTavish, London, Ont....	5,000	14	188.35	15	1
W. M. Rowat, Winchester, Ont....	5,000	14	172.20	16	1
J. S. Wallace, Winnipeg, Man....	5,000	14	170.35	17	1
J. W. Glenwright, Winnipeg, Man..	5,000	14	162.40	18	1
H. L. Grant, Woodstock, N.B....	5,000	14	158.20	19	1
A. S. Wickware, Ottawa, Ont. ....	5,000	14	144.85	20	1
G. H. Jones, Toronto, Ont. ....	5,000	14	124.50	21	2

## A New Pamphlet.

A supply of the enclosed new form "Investments" No. 442, can be secured upon application to the Head Office or to your District Manager. It should be a good canvassing document.



## Notes.

**Montreal, Halifax and Head Office Agencies**, the leaders for January, still occupy the first three places, but in a little different order. **Ottawa** has jumped from seventh place to fourth and **Winnipeg** from ninth place to fifth.

What is the matter with **St. John and Vancouver**. They should be higher.

We congratulate **Mr. A. Fraser** upon leading the Honor Roll for the first time. He did a splendid February business, as also did **Mr. J. P. Beaudoin** who gave him a close race.

It is with pleasure that we note **Mr. Glenwright's** name on the Honor Roll for the first time—also **Messrs. J. C. Baker, J. J. Gardiner, R. E. Verge** and **W. M. Rowat**.

**Halifax Agency** holds five places on the Honor Roll. Well done Halifax, make it six next month.

**Mr. R. W. Day** holds up the Vancouver agency all alone on the Honor Roll. This is not right.

**Mr. F. C. Bogart** of Napanee, says: "I am selecting one hundred of the best citizens of Napanee, and want to send them some literature in advance. Kindly send me the enclosed." We shall watch with interest the result of Mr. Bogart's campaign. Would a similar campaign pay you?

## Business Men—Wise and Foolish.

A man who owns house, goods, or store and carries no fire insurance is a pretty poor business man—you would be inclined to call him by a harsher term. Why? Because he exposes his property to injury or total destruction and rejects the opportunity of compensation which lies easily and cheaply to his hand. Penny-wise and pound-foolish.

Have you insured your property within some approach to its value? We mean not so much the house or the store, but your greater property, that which has produced all the property you did not inherit, is supporting your family, and creating, let us hope, more property every year. We mean your ability to labor and the time to labor. These are the most valuable properties a man can possess and unfortunately they are more exposed to loss, impairment by injury or old age than property by fire, while their ultimate total destruction by death is not a matter of risk as in fire insurance but an absolute certainty.

The means to meet this impairment through accident, sickness or old age, or the destruction by death, lies as easily and cheaply to your hand as the fire insurance did to the man whose house or store was destroyed uninsured. If his course was foolish in the minor matters of property which time and labor might restore, how much greater is the folly of leaving uninsured or insufficiently insured the ability and the time which, impaired by old age or destroyed by death, cannot be regained.

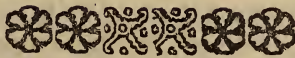
## When Greek Meets Greek.

"I was taken in last night," said the first footpad.

"Get pinched?" asked the second.

"No," is the scornful answer. "Think I don't know the cops better than that? It was this way: I held up a guy and took his leather and ticker away from him, and first thing I knew he was talking about how dangerous my work was, and how I ought to provide for the future, and blow me if he didn't get me to sign an application for life insurance and give him all the money I had collected during the evening as a first payment on the policy!"—"Judge."

# THE IMPERIAL LIFE AGENTS NEWS



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Vcl. 5—No. 7.      Published by The Imperial Life Assurance Co. of Can.      (1—4—04)

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## Will You Attend ?

Of course you will.

We mean the 1904 Convention.

You will make a great mistake if you don't.

The more the merrier! and the more benefit it will be to each of us.

Do you know it's going to be almost entirely a pleasure trip—to let Imperialites become better acquainted with each other, and talk over their difficulties.

No long business sessions—not a bit of it.

Everybody is going to enjoy themselves to the utmost.

.. .. .

Have you secured one-half your quota yet ?

Remember that one-half the time will have passed this month. It hardly seems possible, but its true.

Probably you hadn't thought of it in that light.

Were you allowing things to slip along without making any great effort to qualify at present, but counting upon making it all up at the last moment ?

Don't make any mistake like that. You'll never join us this August if you make such poor plans as that.

The sooner you secure your allotment the better. Its easier to secure it now than two months hence.

Be wise !



## Always Appreciation For Promptness.

QUEBEC, March 10th, 1904.

THE IMPERIAL LIFE ASSCE. CO. OF CANADA.

Dear Sir :—We have to thank you for the very prompt payment of our claim of one thousand dollars under policy No. 7744 on the life of our late brother, A. P. Jacobs, who died 14th February. The total cost of this insurance in premiums has been only \$57.10. We have been put to no trouble in proving our claim and our treatment by the Company and its representatives has been in every way most satisfactory. We thank you and wish you the unqualified success that such treatment of claimants deserves.

Yours truly,

ANNA JACOBS,  
EMELIE JACOBS.

## A Policyholder's Opinion.

Mr. J. B. Cooke, District Manager, Kingston, Ont., sends us the following letter which he has just received. It shows which way the wind blows :

J. B. COOKE, Esq.,

Kingston, Ontario.

My dear Friend :

Received some time ago a report of the Imperial Life, and the report of the Vice-President (Mr. Wood) was especially interesting ; I think such information given to the policyholders and the general public should materially increase the amount written in 1904 A. D.

The Imperial has made a good showing, and I do not pay my premium this year so reluctantly as I did last year ; I see what is being done with the premiums and surplus, and think at the end of twenty years my policy will be worth all the company guaranteed, and the surplus more than the estimate. If I were going to take any more insurance I would not hesitate to take the Imperial Life.

Yours truly,

(DR) B. B. BRIDGE.

## Foreign Companies.

Mr. E. S. Miller, Provincial Manager, Montreal, referring to foreign companies in his weekly letter to his agents says :

"In your work it is well to believe thoroughly in the Company you represent and the following additional facts may help you. 1st. There is no American Company doing business in Canada whose reserves are upon as stringent a basis as those of the Imperial. This means that no American Company affords the same security as does the "Imperial." Don't be misled by mere size. It is just as likely to be an evidence of weakness as of strength. 2nd. No American Company earns as large an average rate of interest as does the Imperial. This means that the profit earning capacity of the "Imperial" is greater than that of the American Companies. Again don't be misled by the figures of "Actual Results" quoted by certain Companies. They are results of policies absolutely devoid of liberality and current during a period when the Companies were earning a higher rate of interest and when their expenses were for the most part lower.

The man who insures to-day has no part or lot in the millions that are flaunted before his eyes as a bait. The accumulations of reserve and surplus are solely the property of the existing policyholders, and his interest is entirely in the future and not in the past."



Mr. J. S. Wallace, Provincial Manager, Winnipeg, Manitoba, advises us of the death of Mr. S. J. McLeod. Mr. McLeod at one time held Policy No. 1918 with the Imperial for \$2,000 but a short time ago surrendered it for its cash value. His death was very sudden as he was in his office the same week as he died. Moral ; don't surrender an Imperial policy.

### Prominent Policyholders.

November 30th was the last date on which we published our list of prominent policyholders. Since then—in three months—the following names have been added to the list.

Imperial prestige is strong—and this is the proof of it. Use it that way. Shew your prospect the faith prominent Canadians have in the Imperial. They can't shew any greater trust than by carrying an Imperial policy,—and they do so.

Robert Fisher .....	Farmer .....	Winnipeg, Man.....	\$5,000
Judah Sudmin .....	Merchant Tailor .....	Vancouver, B.C.....	5,000
William C. Trenholm .....	Fish Merchant .....	Port Elgin, N.B.....	5,000
Francis D. Shallow .....	Newspaper Proprietor.....	Montreal, Que. ....	5,000
Geo. W. Seymour .....	Mgr. Henry Doyle & Co. ....	Vancouver, B.C. ....	5,000
Chas. W. Jeffreys .....	Artist .....	Toronto, Ont.....	5,000
Elbert N. Soper .....	Imperial Bank .....	Ottawa, Ont .....	5,000
Hon. Cecil Edwardes .....	Broker .....	Vancouver, B.C.....	10,000
Clarence M. Marpole .....	Coal Merchant .....	Vancouver, B.C.....	5,000
Chas. H. Ackerman .....	Student .....	Peterboro Co.....	5,000
John H. Anderson .....	Financial Agent .....	Winnipeg, Man. ....	13,000
Wm. A. Denton .....	Buyer, Jno. Macdonald.....	Toronto, Ont.....	5,000
Robert I. Towers .....	Lawyer .....	Sarnia, Ont. ....	5,000
Wm. H. Barry .....	Student .....	Niagara Falls, Ont. ....	5,000
Robert C. Donald .....	Barrister, etc .....	Toronto, Ont.....	5,000
Hon. Edward M. Jackman.....	Minister of Finance.....	St. John's, Nfld.....	5,000
Jos. B. Tyrrell .....	Mining Engineer .....	Dawson, Yukon.....	5,000
Wm. Harty, jr .....	Student .....	Kingston, Ont .....	5,000
John J. Nickson .....	Contractor .....	Vancouver, B.C.....	5,000
Wm. T. Pember .....	Merchant .....	Toronto, Ont.....	5,000
Peter Rutherford .....	Advertising Manager .....	Toronto, Ont.....	5,000
Thos. Bradshaw .....	Vice-Pres. Imperial Life.....	Toronto, Ont .....	5,000
Wm. A. Lingham .....	Importer .....	Sidney, Australia .....	5,000
Gaspard Leconte .....	Plumber and Roofer .....	Montreal, Que .....	5,000
Philip J. Lahee .....	Electrical Contractor.....	Montreal, Que .....	10,000
Geo. Kelly .....	Book Seller .....	Toronto, Ont.....	10,000
Walter F. Evans .....	Music Dealer .....	Vancouver, B.C.....	5,000
Jonas W. Griswold .....	Civil Engineer .....	Belleville, Ont .....	5,000
David Sanson .....	Lumber Merchant. ....	Boiestown, N.B.....	5,000
Henry B. Stairs .....	Barrister .....	Halifax, N.S.....	5,000
John Leamon .....	Bookseller .....	St. John's Nfld .....	5,000
Joseph Lafrance..... }	Master Plumber .....	Montreal, Que.....	5,000
Ernestine Lafrance..... }			
John Standfield .....	Woollen Manufacturer.....	Truro, N.S. ....	10,000
Syrett Norfolk .....	Blacksmith .....	Haileybury, Ont. ....	5,000
Andrew Devine .....	Contractor .....	North Bay, Ont.....	5,000
Jno. L. Galloway .....	Book-keeper .....	Toronto, Ont.....	5,000
Clarence S. Pitcher .....	Gen. Merchant.....	Bridgetown, B.W.I.....	5,000
Oscar Daigneault .....	Student .....	Ste. Cunegonde, P.Q.....	5,000
Edwin Dickie .....	Gen. Merchant.....	Upper Stewiacke, N.S.....	5,000
Joseph N. Brisson..... }	Jeweller .....	Montreal, Que.....	5,000
Anna Brisson..... }			
Guadras M. Fortier..... }	Agent, Imperial Life .....	Quebec, Quebec .....	5,000
Mde. B. Fortier..... }			
Donald G. Simpson .....	Civil Engineer .....	Bridgetown, B.W.I.....	5,000
Dr. Frederick Deane .....	Surgeon .....	Bridgetown, B.W.I.....	5,000
Samuel Harris .....	Lithographer .....	Toronto, Ont.....	5,000
Walter W. Lailey .....	McMaster University .....	Toronto, Ont.....	5,000
Daniel C. Woods .....	Grocer .....	Halifax, N.S.....	5,000

## Security—What it Does.

What is the most important and fundamental thing in determining the value of a Life Insurance contract?

The financial strength to make it good—there can be no argument over that point.

A company may have the best of intentions, it may sell the most open contract, it may treat every claimant liberally, but unless the security behind its contracts is ample for all emergencies there is a diseased spot in the body which threatens to make every other point valueless. And it is strange, too, when you come to think of it, that this, clearly the most important and necessary feature in the contract, is the gratuitous part of it, and that a contract which possesses this security to its maximum, costs the purchaser no more than one which possesses it least.

The possession of great security is not lacking in the more indirect results; it exerts a strong but subtle influence upon the minds of the officers of a company which possesses it, and undoubtedly broadens their interpretation of policy provisions to the advantage of policyholders. It is this factor that makes the interpretation of terms even more important than the terms themselves, and that interpretation cannot fail to be influenced by the resources of the Company. It is these two factors, the unequalled financial strength of the Company and its influence upon the interpretation and adjustment of claims, that makes the policies of The Imperial the best in the market.

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Mr. J. W. W. Stewart, Provincial Manager, Vancouver, has recently written to each teacher in his district indicating the many advantages of the Imperial from a fieldworker's standpoint, and stating that we are always ready to negotiate for agency positions. Every opportunity to increase the organization should be taken advantage of and we think Mr. Stewart will find this a successful method.

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Mr. G. A. Lane, District Manager, St. Catharines, in enclosing an application for a 10 Year Endowment says:

"This man is taking this means of saving \$100.00 a year. He is a good man, has saved money and is getting \$50.00 per month out of which he is saving \$20.00 every month. We found him halting between the "Mutual" and "Excelsior," and had no difficulty in showing him that the Imperial was the Company. The question of security was of chief importance. I may say that the other Companies offered Mr. Howse a large rebate, while we secured a settlement for the full premium."

This is the right class of business.

## New Appointments.

The following new appointments have been made lately:—

J. Humphries, Cobden, Ont.	J. L. Hagen, St. Thomas, Ont.
J. H. Laughton, Park Hill, Ont.	T. McLennan, Belmont, Man.
R. G. Nesbitt, Midland, Ont.	A. J. Algate, Toronto, Ont.

We welcome all of these gentlemen to our staff and hope to see their names appear on the honor roll from time to time. The first thing an agent of the Imperial Life should do is to make application for an Imperial policy. Imperial goods can then be sold from experience. \* A word to the wise, etc.



# THE IMPERIAL LIFE AGENTS NEWS

Vcl. 5—No. 8. Published by The Imperial Life Assurance Co. of Can. (15—4—04)

## Actual Mortality 53% of Expected Mortality.

### AN EXCEEDINGLY STRONG CANVASSING POINT.

Life assurance policies are based upon a certain average rate of mortality, deduced from the *actual* experience of a large number of life assurance companies extending over many years. The mortality table thus framed is known as a Standard Table of Mortality. It is customary for life assurance companies to compare their *actual* mortality experienced each year with the *expected* according to this standard table. The *actual* mortality will never be the same as that set forth in the standard table—there will always be some difference between the *actual* mortality experienced and the *expected* mortality. This difference will be a profit or loss according as the mortality *actually experienced* is less or greater than the mortality *expected* by the standard table upon which the premium rates have been based.

During the past six years of the Imperial's history, ending 31st December, 1903, the total *expected* mortality amounted to \$354,118, while the *actual* death losses were \$189,550, being \$164,768 less than, or but 53% of the *expected*.

By a careful selection of its risks, the Imperial Life has saved its policyholders \$164,768 in six years, and by a continuation of this judicious selection Imperial policyholders will be saved many thousands of dollars in the future.

Not only is this a strong point for you to present to intending policyholders, as an indication of prudent management, but is it not also a strong point to present as an argument in favor of insuring in the Imperial Life, where 90% of all profits on participating policies go to the policyholder?



## The Advantages of the Automatic Non-forfeiture Provision.

MIDLAND, ONTARIO, March 25th, 1904.

T. BRADSHAW, ESQ., *Vice-President*,

THE IMPERIAL LIFE ASSURANCE CO., TORONTO,

DEAR SIR :

I thank you for the cheque for \$1,000 in settlement of my late son's policy, and your very liberal treatment of the claim.

I may say that I now fully realize the liberality of an Imperial policy. As you are aware, my son did not pay the April 1st, 1903 premium when it was due. Under ordinary circumstances the policy would have lapsed, but by virtue of the liberal non-forfeiture provision contained in Imperial policies, it was continued in force. In September last my son took ill, and when he tendered the overdue premium to the Company in January he was unable to pass a medical examination. This, however, he found was not necessary as the policy had been kept in force by the Company advancing the premiums under the Automatic Non Forfeiture provision without request or application.

Thanking you for your promptness and courtesy in the matter, the cheque having been received immediately on completion of the papers, I am,

Yours very truly,

(Signed) JANE I. DOBSON.

### A Talking Point.

Mr. Geo. R. Hamilton, Manager Western Ontario, London, in his April letter to his assistants, brings out a good talking point :

"I wish to call your *special attention* to one very strong point about an Imperial 20 Payment Life Policy that you may have possibly overlooked.

You are frequently met by the statement that a man wants the money himself at the end of 20 years, and must have an Endowment, but when you quote an Endowment rate the objection is raised that the premium is too high.

Now the 20 Payment Life Policy has an advantage that the 20 year Endowment has not.

If a man is insured on a 20 year Endowment, and alive at the end of 20 years, but say in poor health, he must cash his Endowment,—no other choice open except the annuity. The main reason why a man would want to cash a policy himself would be that he needed the money. If he insured at 25 years of age on a 20 Payment Life he can have at age 45 \$226.00 in cash profits, and instead of taking an additional sum of \$517.00 and quitting he can borrow 94% of that amount or \$487.00 which would give him altogether \$713.00 cash, *and he would still have a paid up policy of \$1,000, payable at death, earning profits for the balance of his life but with a loan against it of \$487.00.*

Total cash withdrawn as above	-	-	-	-	-	\$713 00
Total premiums paid	-	-	-	-	-	600.00

Balance over amount paid	-	-	-	-	-	\$113 00
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and still a paid up policy of \$1,000, with a loan of only \$487.00 against it.

Have you shown it that way? Look it up in your Manual."

## **The Inevitable Result.**

One of the Officers of The Imperial Life Assurance Company of Canada received a few days ago, papers in connection with a policy taken out with one of the assessment societies of Ontario, subsequently taken over by another assessment society. The original certificate had been issued at the age of 58, and provided for calls of \$4.68 per month for \$2,000 of assurance. A call is now being made upon the member at the rate of \$200 per annum. The member now is aged 75, he is unable to pay the increasing amount of the assessments, and being too old to secure assurance, he is unable to make any provision whatever for those dependent upon him. This is an illustration of the many cases which exist, and another evidence of the weakness of the assessment system of life assurance.

## **Mutuality a Farce.**

Experience has demonstrated fully that mutuality in life assurance is simply a name to conjure with. So far are the members or policyholders from real control of the company that they are only lifeless figures on the life assurance chess board, to be moved at the will of the players—the self-constituted officials at the home office. With most companies the theory of control by the policyholders is kept in the foreground, and as it is clearly impracticable for many of them to vote in person at the annual meetings they are afforded the privilege of voting by proxy. By a carefully planned arrangement, however, the men who are “in the saddle” at the home office have shrewdly managed for years past to prosecute a general proxy hunt, through the dependent agents in the field, who are generally rewarded for securing large batches of proxies in blank, often adroitly unlimited as to time, and which are held by two or three officials in sufficient number to control every election. Thus under the forms of law the “purely mutual” companies have become the closest kind of close corporations. As a matter of accomplished fact the unorganized body of policyholders are, and have come to know that they are, as powerless to institute reforms or to change administrations as are the lay figures on the chess board to move themselves.

—*Insurance Post.*

## **Use a Sample Policy.**

The Vice-President of one of our life companies struck a keynote, and one which particularly applies to Imperialites, when he advised agents to go after business with a sample policy in their pocket. A salesman in any other line would make a sorry spectacle trying to show up the advantage of a certain line of goods without any samples. How many times have men on the road been compelled to sit in a hotel because a sample trunk went astray? The prospective buyer likes to see the goods; even the most expensive catalogues proving unsatisfactory. This being true of other lines, why not of assurance? By all means talk from the policy. Even if you have to go away without an application, your prospect knows that the good arguments you have advanced are based on the contract itself. Perhaps while tracing out one clause after another, he may become sufficiently interested to look on with you. He may not buy, but having seen the contract he is in a position to recommend you and your company to others. Carry a sample and use it. Better still, let it be a policy on your own life for a snug sum.

## **Policyholders' Pocket Index.**

If you can use one of these publications, giving the statements of the Canadian companies for the year 1903, to advantage, write to your District Manager for a copy. It shows the Imperial in a particularly strong light, and will be of inestimable service to you in competition.



## A Tip.

Sometimes in his canvassing an agent encounters a man who says that he is too busy to sign an application but expects to take a policy some day. Here is one way to reach such a man.

Have an application filled out in advance.

Did that ever occur to you? How, you ask, are you to do it.

Well, you know the man's name. Put it down on the application.

Then you know his business address. Get that down. His residence you can learn from the directory. Enter that also.

If you have been adroit in your preliminary canvass, you have already discovered his date of birth. Write that in the application and also his age.

Then you know his occupation. Fill that in.

Then you should have a fair idea of the amount and kind of policy the prospect has been considering. Put those items in. What is left?

Little, except the signature and name of the beneficiary.

With all the preliminaries out of the way you can close that case in a half minute.

So when you are confronted with the "too busy" excuse, you can remark to your prospect that you knew that he was a busy man, and you have planned to save his time. Then whip out the application and tell him all there is to do is to sign and designate a beneficiary. That course will appeal to many men. They cannot but admire your ingenuity and enterprise. It will make them think that you know their business and that you are a good man to handle their business. Again, this scheme will catch a man unprepared and unable to make a resistance. And while at such a disadvantage he will be more likely to sign than after a stubborn argument.

The scheme works. It has been tried repeatedly and often succeeds.

To use it properly, get all the essential facts relating to the application during your preliminary canvass. Draw up the application in the office. Then on your next visit concentrate on the signature.

## Good Business.

MR. A. S. WICKWARE, District Manager, Ottawa, Ont., writes: -

"There is one feature about our first quarter's business this year, and that is, that in going over the policies I do not see that we have one policy issued this year that will not be paid for."

We congratulate Mr. Wickware upon this splendid showing. If every agency of the Company reached this standard, what a pleasure the life assurance business would be.

## The Imperial Spirit.

MR. C. A. ARMSTRONG of Truro, N.S., joined the Imperial ranks on March 1st. That he will prove a successful Imperialite is evident not only from the results of his first month's work, which gave him third place on the Honor Roll, but more particularly on account of the enthusiastic spirit in which he is working. He writes under date of April 4th as follows:—

"The prospects for business this month are good and I hope to be able to forward a number of applications. I find the Imperial Life a splendid Company to work for. The name appears to be familiar to a great many people and the fact that it is a Canadian Company makes one feel that he has something to offer the public."



## Honor Roll for March.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked:—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
S. P. Saunders, West Indies .....	\$42,000	1	1949.20	1	2
J. H. Macabe, Toronto, Ont.....	18,000	2	650.90	3	1
C. A. Armstrong, Truro, N.S.....	15,000	3	678.95	2	1
J. C. Gass, Shubenacadie, N.S.....	11,500	4	403.25	6	2
J. A. Labelle, Joliette, Que.....	10,000	5	282.40	15	2
A. H. Fair, Halifax, N.S. ....	9,000	6	436.80	4	3
E. S. Miller, Montreal, Que.....	9,000	6	302.90	13	2
W. H. Bessey, Toronto, Ont.....	9,000	6	286.95	14	1
J. P. Beaudoin, Montreal, Que.....	8,500	9	335.05	9	3
W. H. Seymour, Hamilton, Ont.....	7,500	10	368.45	8	1
J. B. Waddell, Carleton Place, Ont.....	7,500	10	318.70	10	1
R. W. Day, Edmonton, Alta.....	7,000	12	412.30	5	2
J. B. Cooke, Kingston, Ont.....	7,000	12	378.70	7	1
G. M. Fortier, Quebec, Que.....	6,500	14	304.85	11	1
C. Constantineau, Quebec, Que.....	6,500	14	304.85	11	1
J. J. Gardiner, Smith's Falls, Ont.....	6,500	14	224.00	17	2
N. Booker, Aylmer, Ont.....	6,000	17	214.05	18	1
J. S. Wallace, Winnipeg.....	6,000	17	196.70	19	2
C. A. Crysedale, Vancouver, B.C.....	6,000	17	170.25	22	1
W. A. Gibson, Fredericton, N.B.....	5,500	20	240.40	16	2
A. E. Liddell, Montreal, Que.....	5,000	21	184.20	20	1
J. C. Baker, Halifax, N.S.....	5,000	21	176.15	21	2
H. A. Bourne, New Westminster, B.C...	5,000	21	168.50	23	1
S. R. Stewart, Brantford, Ont.....	5,000	21	157.30	24	1
W. E. Kerr, Toronto, Ont.....	5,000	21	132.60	25	1

## Standing of the Agencies for March.

- |                        |                        |
|------------------------|------------------------|
| 1. Montreal, Que.      | 12. Brantford, Ont.    |
| 2. Head Office Agency. | Regina, Assa.          |
| 3. Halifax, N.S.       | 14. Brockville, Ont.   |
| 4. West Indies.        | 15. Newfoundland.      |
| 5. Ottawa, Ont.        | St. Catharines, Ont.   |
| 6. Vancouver, B.C.     | 17. Belleville, Ont.   |
| 7. Kingston, Ont.      | Durham, Ont.           |
| London, Ont.           | Norwood, Ont.          |
| 9. Hamilton, Ont.      | 20. Brighton, Ont.     |
| 10. St. John, N.B.     | Ingoldsby, Ont.        |
| 11. Winnipeg, Man.     | Peterboro, Ont.        |
|                        | Sault Ste. Marie, Ont. |

## Terminations.

Mr. J. W. W. STEWART, Provincial Manager, Vancouver, B. C., writes :—

"I have introduced a "follow up" system in connection with the terminations. It is on the "tickler" plan and I feel sure that it will be beneficial. Outside terminations will be looked after by correspondence, and the city ones will be visited in person."

The overdue premiums cannot be too carefully looked after. Every representative should keep this in view and have some system whereby they can be intelligently followed up. The Executive always considers the permanency of the business as one of the most important points in reviewing the business of an agency.

## A Hint to Imperialites.



RUSSIA: "NO FAIR! I WASN'T READY."

Don't wait until the last minute to secure your Convention quota, but "sail right in" now, and qualify. If you don't you will find that somebody else has been too quick for you, and the business has gone. The one that "gets there first" is the one that wins every time.

## New Appointments.

The following new appointments have been recently made :

W. J. Gard,	Parrsboro, N.S.
A. M. Mahaffy,	Bracebridge, Ont.
C. A. Crysdale,	Vancouver, B.C.
A. D. Oddy,	Castries, St. Lucia, B.W.I.

The organization of the Imperial is continually growing, and we heartily welcome these new members to our ranks.



## Notes.

To Mr. S. P. Saunders belongs the distinction of having produced during March the largest personal business secured by any Imperialite during any one month of this year. Congratulations, Mr. Saunders.

Montreal Agency has six places on the Honor Roll ; Halifax four places ; Head Office Agency and Vancouver three each.

Notwithstanding the determined effort put forth by Head Office Agency, Montreal won first place for March after a close campaign. Montreal also leads for the first quarter. Well done, Mr. Miller. The three leaders for March have monopolized these places so far this year. Isn't there another agency capable of travelling in this company? What is the matter?

### The Man to Hit.

When an agent from a distance  
Has the daring and the nerve,  
Without asking your assistance,  
To invade your rich preserve ;  
When he places big insurance  
On some folks on whom you call,  
And you feel 'tis past endurance,  
Should you hit him? Not at all.

Where you've left the door wide open  
He has merely scrambled through ;  
Where you said, "There's no use hopin'."  
He's found treasure, good and new ;  
He has shown you business written  
Where you thought none could be writ,  
So, my friend, if you want hittin',  
'Tis yourself that you should hit.

### Standing of the Agencies for the First Quarter.

- |                       |                          |
|-----------------------|--------------------------|
| 1—Montreal, Que.      | 14—Hamilton, Ont.        |
| 2—Head Office Agency. | 15—Newfoundland.         |
| 3—Halifax, N.S.       | 16—Brantford, Ont.       |
| 4—Ottawa, Ont.        | 17—Brockville, Ont.      |
| 5—West Indies.        | 18—Brandon, Man.         |
| 6—Vancouver, B.C.     | 19—Durham, Ont.          |
| 7—St. John, N.B.      | St. Catharines, Ont.     |
| 8—Winnipeg, Man.      | 21—Charlottetown, P.E.I. |
| 9—London, Ont.        | Norwood, Ont.            |
| 10—Kingston, Ont.     | 23—Ingoldsby, Ont.       |
| 11—Peterboro, Ont.    | Port Elgin, Ont.         |
| 12—Belleville, Ont.   | Sault Ste. Marie, Ont.   |
| 13—Regina, N.W.T.     |                          |



## **Don't.**

The following "Don'ts" are taken from a book entitled "Some Life Insurance Don'ts," by Mr. J. C. McCleery, of London, Eng., and we think they are well worth re-printing:—

*Don't* approach a man when he's completing a big contract or is at family prayers. There is a time for everything, and a proposal form thrown with confetti on a man's wedding morn, is apt to make the bride uncomfortable.

*Don't* be disappointed if you don't succeed at the first time of asking. Your present wife didn't say "Yes" when you first proposed. She did, did she? Ask her now and you'll find I'm right.

*Don't* "nag" your client. He is probably a married man and you have no right to do another person out of a job.

*Don't* be alarmed if your client interposes arguments and raises objections. That is the time to rejoice with exceeding great joy. Like the money lender he is taking some interest in the business.

*Don't* let your man off with the favorite plea that he'll do without assurance and take the risk. He is not taking the risk; it is his wife and family who are taking it, and wives would not be so stubbornly antagonistic to life assurance if they only realized that fact.

*Don't* let him take out a policy in an assessment office. Two people, at least, will regret it if he does—himself and his widow.

*Don't* tell a man he may die next year. He may dislike generalities and may press for more detailed information which you might be unable to give.

*Don't* bring out your best arguments at the start. Soup invariably precedes the joint.

*Don't* be afraid to call upon a man a second, third, fourth, aye even unto seventy times seven. You don't pack up your fishing tackle if the fish don't respond to the first cast, do you?

*Don't* let a man think you are canvassing him for motives of pure philanthropy. Some men think all other men liars. Your client may be among the "some."

*Don't* quibble with a man over the place and date of his birth. He was there, you were not.

*Don't* rely on prospectuses. In many case, they are about as useful as the map of England, if you wanted to go from Berlin to St. Petersburg.

*Don't* trouble about the awkwardness of the hour at which a client may wish to see you. If he is in bed, all the better. He can't get out.

*Don't* forget to know where to draw the line. You can talk a man into assurance and talk him out again. Know when to stop.

*Don't* forget that the moment you assure a man you have made a capitalist of him. Weigh him before and after he receives his policy, and note the difference.

*Don't* imagine that there are only three "professions"—divinity, law and medicine. There is a fourth of equal importance to any of the three. The professor of divinity may prepare a man for heaven; the professor of the law is pretty sure to send him elsewhere; the professor of medicine may postpone a journey to either locality, but the life assurance solicitor prepares him for whatever may happen.

*Don't* lie to long—in bed I mean. But when you button-hole a client at, say 10 a.m., don't open the conversation with words to the effect that the early-bird catches the worm. He may object to being likened to a crawler.

*Don't* talk nonsense, but don't be lead away by the suggestion that silence is golden. It is not. Silence is copper. It is the man who can talk—and knows when to stop—who gathers in the shekels.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 9. Published by the Imperial Life Assurance Company of Canada

(1-5-04.)

## United States Companies.

The aggressive policy adopted by some of the United States companies in Canada is resulting in a large number of Canadians placing their assurance in these companies directly in opposition to their own best interests.

The only reason for this, if it can be called a reason, is the persistent and enthusiastic canvass maintained by the representatives of these companies. If the merits of the Canadian companies were properly presented to each one of these applicants, there is not the slightest doubt but that they would take "Canadian" policies. But if they do not know the greater value of "Canadian" policies, they cannot be blamed for securing an inferior article.

In order to place Imperial representatives in a position to demonstrate the marked advantages of an "Imperial" policy, the most liberal policy issued by any Canadian company, the information contained in the following pages is given. Used in connection with the enclosed circular, "*Canadian versus Foreign*," it cannot fail to be convincing evidence of this superiority, and it will be your own fault if any "United States" policies are issued hereafter in your district.



## Interest Rates.

The Insurance Press of New York has just published the interest rates of the United States life insurance companies for the year 1903, taken by that paper from the official report of the Connecticut Insurance Department. For the Companies doing business in Canada these rates are as follows:—

	%
Aetna Life .....	4 24
Travelers Life .....	4.27
Equitable Life .....	3.70
Metropolitan Life .....	3.98
Mutual Life of New York.....	3 96
New York Life .....	4 17
Provident Savings Life.....	4.05
Union Mutual Life.....	3 81
United States Life .....	4.69
Average for all Companies.....	4.09

The average rate earned by the Imperial Life in 1903 was 5.29%. It will thus be seen that the Imperial rate is .60 points in excess of that of the highest rate of any of the above United States Companies; 1.59 points in excess of the lowest rate earned by these Companies, and 1.20 points in excess of the average rate earned. This is a most important point for agents of the Imperial Life to know and to fully realize.

## The Imperial's Guaranteed Security Policy.

This policy is generally regarded as the *par excellence* in life assurance. There is no contract extant to-day which grants as many privileges to the assured as this favorite contract. Imperial Life agents feel that they have a magnificent selling article in the Guaranteed Security Policy, and in competition, it generally carries the day.

There is one feature about it which has, perhaps, not been fully realized by Imperialites, and that is, for about the same premium that would be paid to one of the large United States Companies for an ordinary 15 or 20 Payment Life, or a 15 or 20 year Endowment Policy this modern, advantageous Guaranteed Security policy of the Imperial Life can be secured. Below we give the ordinary rates of the New York Life, Mutual Life of New York, and the Equitable Life, and contrast these with the rates charged by the Imperial for its Guaranteed Security policy, with all its accompanying advantages and liberal features over the ordinary policy of the companies mentioned.

### 15 PAYMENT LIFE.

Age.	Mutual Life.	New York Life.	Equitable Life.	Imperial Life G. S.
20	33.66	36.00	36.00	32.95
25	35.99	38.35	38.35	36.05
30	39.44	41.78	41.78	39.90
35	43.65	45.91	45.91	44.35
40	48.83	50.92	50.92	49.60
45	55.33	57.16	57.16	56.20
50	63.72	65.16	65.16	64.40
55	74.71	75.66	75.66	75.00

### 20 PAYMENT LIFE.

Age.	Mutual Life.	New York Life.	Equitable Life.	Imperial Life G. S.
20	28.28	29.84	29.84	28.05
25	30.25	31.83	31.83	30.75
30	33.20	34.76	34.76	34.25
35	36.87	38.34	38.34	38.35
40	41.46	42.79	42.79	43.45
45	47.42	48.52	48.52	50.35
50	55.38	56.17	56.17	59.40
55	66.30	66.69	66.69	72.15



# 15 YEAR ENDOWMENT.

Age.	Mutual Life.	New York Life.	Equitable Life.	Imperial Life G. S.
20	68.37	68.40	68.40	66.70
25	68.77	68.82	68.82	67.15
30	69.45	69.51	69.51	68.05
35	70.43	70.50	70.50	69.15
40	71.93	72.00	72.00	70.70
45	74.40	74.44	74.44	73.35
50	78.55	78.53	78.53	77.45
55	85.37	85.21	85.21	84.00

# 20 YEAR ENDOWMENT.

20	49.73	50.07	50.07	49.00
25	50.18	50.53	50.53	49.70
30	50.96	51.31	51.31	50.85
35	52.13	52.47	52.47	52.50
40	53.98	54.31	54.31	54.90
45	57.03	57.32	57.32	58.95
50	62.15	62.34	62.34	65.15
55	70.51	70.51	70.51	75.10

The ordinary policies of the United States Companies mentioned do not guarantee the return of all premiums paid after the 10th year if death should occur within the Accumulative Surplus period ; neither do they guarantee to advance as a loan all premiums payable after the 10th year and cancel such loan if death take place within the Accumulative Surplus period.

## **Foreign Business of United States Companies.**

The Connecticut Insurance Report for 1903 contains the figures of the foreign business of the New York Life, Equitable Life and Mutual Life of New York, and the questions which these figures naturally suggest are,—what risk do these companies run from international differences which are continually springing up ? from the danger of transacting business so far away from the Head Office ? and from the loss resulting from an increased mortality, which a great deal of the foreign business of these companies must be subjected to ? Nearly all of the foreign countries in which these companies operate require large deposits, and the placing of important funds in the hands of foreign Governments and foreign representatives. The question naturally arises —is this a safe method of conducting life assurance ? Is it a method in the interest of home policyholders ? Is it a method which is calculated to strengthen or weaken the security of policyholders in this country ? The following figures indicate the extent of the foreign business of these institutions, and as this class of business keeps growing, it may not be many years before the foreign business exceeds that of the home business. Such a condition would present some very interesting problems.

### Foreign Business in Force. Company

	Amount	% of total.
Equitable.....	\$315,925,572	23.05
Mutual.....	254,494,390	17.61
New York.....	409,635,830	23.47

### Foreign Claims paid. Company

	Amount	% of total
Equitable.....	8,776,246	47.91
Mutual.....	2,904,227	15.33
New York.....	6,755,419	40.07

## The Effect of Interest Earnings.

An illustration of the effect of a good average rate of interest, compared with a comparatively low rate, can be obtained from the following. Assuming that the annual premium paid is \$100, the following table will give the amount of this premium accumulated for a surplus period of 20 years at the various rates of interest earned by the different companies mentioned :—

Company.	Rate of Interest. %	Amount to which \$100 per annum will accumulate in 20 years. \$
Aetna Life.....	4.24	3182.50
Travelers Life .....	4.27	3193.40
Equitable Life.....	3.70	2993.60
Metropolitan Life .....	3.98	3089.95
Mutual Life of New York .....	3.96	3082.90
New York Life.....	4.17	3157.30
Provident Savings Life.....	4.05	3114.55
Union Mutual Life.....	3.81	3031.00
United States Life .....	4.69	3350.35
Imperial Life.....	5.29	3590.00

As policyholders are now very largely concerned with profits, it will easily be gathered from the foregoing what a superior advantage the Imperial Life has over the other companies named for earning surplus for policyholders from interest alone.

## Effect of Interest on Surplus Earnings.

The rate of interest earned by United States life assurance companies in Canada has already been referred to. It is important that our agents should understand clearly the effect that a good rate of interest earned has upon surplus earnings. One of the important elements of profit to a life assurance company is *the excess of interest earned on the reserve fund over the rate at which the reserves are calculated.* By way of illustration, let us assume a "Reserve Fund" of \$2,000,000. The following table will show the annual surplus earnings from interest on such an amount of reserves :—

Name of Company.	Rate of Interest earned. %	Excess Int. Rate over Reserve Rate of 3½%. %	Annual Amt. of surplus earned by excess interest. \$
Aetna Life.....	4.24	.74	14,800
Travelers Life .....	4.27	.77	15,400
Equitable Life .....	3.70	.20	4,000
Metropolitan Life.....	3.98	.48	9,600
Mutual Life of New York	3.96	.46	9,200
New York Life.....	4.17	.67	13,400
Provident Savings Life...	4.05	.55	11,000
Union Mutual Life.....	3.81	.31	6,200
United States Life .....	4.69	1.19	23,800
Imperial Life.....	5.29	1.79	35,800

The last column is, of course, obtained by taking the excess rate of interest as shown above on the \$2,000,000 of assumed reserves. If the reserves amount to more, then the advantage would be all the greater. Here again is a strong point in favor of the Imperial.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 10.      Published by the Imperial Life Ass'ce Co'y of Canada.      (15-5-04)

## The 1904 Convention.

We received a letter from one of our local representatives the other day, from which we quote the following extract :

"It (the Convention) most certainly is a great stimulant to an agent who, like myself, has never had an opportunity to see a little of the outside world, but I pity the agent who, like myself, sees how impossible it is to do the required amount of work in the given time."

Now, how many Imperialites look at the matter in this light? It certainly was a surprise to us to find an Imperialite who has given up hope at this stage of the campaign. With three months left in which to qualify, this Imperialite has "thrown up the sponge" and decided it is no use trying.

There is not a single representative in the whole Dominion who will secure his quota if that is all the spirit he has. No man could make a success of any business on these principles, much less a success of life assurance, which requires a constant perseverance, found only in men of indomitable will. Cast your mind back over your own career, and look at the times when you achieved success at the last moment—after you had given up all hope, but, with a real "Scotch" stubbornness, were fighting to the end. Success only comes to those who are determined to succeed—a half-hearted spirit never yet won the fight.

Let us ask every Imperialite to consider his own position for a moment. Some have already completed their quota; others are on the eve of doing so; but, again, there are others who have not made that steady progress towards the desired goal which we had expected. What is your position? Do you feel "down and out?" Ascertain just what amount you have to secure by July 31st. There are still 10 weeks left, and if you carefully plan your campaign to make each week count, wonders will be accomplished. You will be surprised how much easier it will be to accomplish your quota, if you go at it systematically.

And, finally, having decided definitely that you are to accompany us next August, keep your determination always before you, remembering that it is the constant effort that gives the greatest result. There is not an Imperial Representative but can complete his allotment if he so determines.



### **Leaders of the Honor Roll for 1904.**

January	- -	Dr. D. Lowrey, Toronto, Ont.
February	- -	A. Fraser, Quebec, Que.
March	- -	S. P. Saunders, West Indies.
April	- -	Rev. A. W. Ross, Portage La Prairie, Man.

### **Who will lead for May ?**

#### **Guelph Agency.**

We have pleasure in recording the appointment of Mr. Jos. Lawson as District Manager of the above agency, embracing the counties of Bruce, Grey, Wellington, Waterloo and Peel with headquarters at Guelph. Mr. Lawson is an experienced insurance underwriter, having been previously District Manager of the Great West Life at Ottawa, and will undoubtedly prove a valuable acquisition to our field force. We extend to him a hearty welcome.

#### **Port Hope Agency.**

We have also pleasure in welcoming back to the Imperial, Mr. J. T. Purdon. Mr. Purdon was connected with the field staff about two years ago, as most Imperialites will remember, but left us to take up other work. However, his enthusiasm for the Imperial was too strong, and he has come back to take charge of the Counties of Durham and Northumberland, averring that the Imperial is the "Only Company." "Good-luck, Mr. Purdon."

#### **Peterboro Agency.**

Another appointment we are pleased to record is that of Mr. H. B. McBain of Peterboro. He will not disturb Mr. Morrow's agency, but will look more particularly after the outside points. Mr. McBain is a novice at life assurance, but that will not handicap him long as he is determined to make a success of the agency.

#### **A Good Plan.**

Mr. J. W. W. Stewart, Provincial Manager, Vancouver, B.C., writes :

"The City of Vancouver was never better acquainted with the Imperial Life than to-day. We have never been more vigorous in our canvass and while the outlook is exceedingly hopeful, yet, it is very hard to get the business closed up at once. We, however, realize that good results will follow the earnest efforts which have been put forth. We have been holding a meeting of our City Agents each morning, from 8 to 9, for the past week, so that the new agents may become better acquainted with the Company and with life assurance matters in general. These meetings have been very helpful to us all."

#### **Energetic.**

Clarke.—Why didn't Buzzer succeed as an insurance solicitor ?

Dearborn.—Too energetic. He would talk his clients into such a weak condition that they were invariably rejected by the doctor.—*Chicago News*,

## Half a Dozen Don'ts for Imperial Workers.

1. Don't talk of too many policies. Size up your prospect, his business and his income, and, unless he has stated a preference for a certain kind of contract, use your own judgment as to the policy he needs, and "sail in."
2. Don't be put off with "I'll think it over and let you know in a couple of weeks." The chances are that at the end of that time you would be as far from securing the application as you were when your first interview ended. A very little push will sometimes suffice to send a stone over a cliff, and a few more forceful words at a time you feel like giving up a case may secure the signature on the dotted line.
3. Don't forget it is easier to come down than go up—coming down from \$10,000 and securing an application for \$5,000 is easier than starting at \$1,000 and going up.
4. Don't forget that there are lapses on your books and that a number of them have come about through carelessness. Get after the delinquents. The Company is desirous of considering revivals and keeping down the lapses.
5. Don't overlook the fact that it pays to make friends of your policyholders. New channels for prospects can be opened up through them.
6. **DON'T FORGET THAT THE COMPANY WANTS BUSINESS, AND SO DO YOU.**

## Honor Roll for April.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked:—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
Rev. A. W. Ross, Portage La Prairie, Man.	\$19,000	1	654.90	2	1
T. W. Patterson, Montreal, Que.	15,000	2	768.25	1	1
J. C. Baker, Halifax, N.S.	9,250	3	324.10	5	3
J. B. Cooke, Kingston, Ont.	8,500	4	399.05	3	2
J. W. W. Stewart, Vancouver, B.C.	7,000	5	371.00	4	1
J. K. Pickett, Toronto, Ont.	7,000	5	287.85	8	1
R. R. Garvin, Smith's Falls, Ont.	7,000	5	259.00	9	1
H. B. Andrews, Toronto, Ont.	7,000	5	169.75	21	1
A. McN. Shaw, St. John, N.B.	6,500	9	323.10	6	2
W. G. Reburn, Toronto, Ont.	6,500	9	200.30	15	1
F. B. Springer, Vancouver, B.C.	6,000	11	240.85	11	2
G. H. Gillespie, Kingston, Ont.	6,000	11	239.00	12	1
J. W. Glenwright, Winnipeg, Man.	6,000	11	203.55	14	2
J. S. Wallace, Winnipeg, Man.	6,000	11	198.40	16	3
R. E. Verge, Halifax, N.S.	6,000	11	193.25	19	2
G. Vittie, Granby, Que.	6,000	11	188.20	20	1
A. E. Liddell, Montreal, Que.	5,500	17	194.75	17	2
J. J. Gardiner, Smith's Falls, Ont.	5,500	17	194.50	18	3
J. C. Gass, Shubenacadie, N.S.	5,500	17	163.40	22	3
W. M. Rowat, Winchester, Ont.	5,000	20	319.90	7	2
C. A. Armstrong, Truro, N.S.	5,000	20	249.30	10	2
W. D. Mills, Durham, Ont.	5,000	20	205.80	13	1
W. E. Kerr, Toronto, Ont.	5,000	20	127.25	23	2



## From the Canadian Government Blue Book.

This is the title of a pamphlet issued by the Sun Life Assurance Company of Canada, comparing the 1903 records of the different life companies. Inasmuch as it will probably be largely circulated throughout Canada and used against the Imperial in competition we reproduce it herewith for the information of our representatives, as, if properly considered, it shows the splendid progress made by our own company—a progress of which we may all be justly proud.

### Items of Business of the Life Assurance Companies of Canada, compiled from the Preliminary Report of the Canadian Government Superintendent of Insurance for 1903.

COMPANIES.	Premiums for Year.	Total Cash Income (Net).	Excess of Income over Expenditure.	Increase in Assets.	Increase in Surplus.	Amount of Policies New and Taken up.	Increase of Assurances in Force over 1902.	Amount of Policies New and Taken up in Canada during 1903.	Date of Commencement.	Net Surplus in 7th Report made to the Government. († Deficit.)
Sun Life of Canada....	\$ 3,297,494	\$ 3,985,979	\$1,847,203	\$2,025,504	\$290,918	14,167,205	\$8,499,587	\$5,538,369	1871	43,667
Canada Life.....	2,798,989	3,975,364	1,367,166	1,215,075	10,929	10,122,139	6,327,571	4,898,165	1847	no return
Mutual Life of Canada.	1,254,986	1,561,070	784,620	841,594	120,305	4,746,368	3,082,181	4,728,868	1870	13,981
Manufacturers' Life...	1,219,436	1,435,289	690,886	730,339	130,457	6,717,792	4,243,280	4,728,868	1887	36,717
Confederation.....	1,106,811	1,595,769	589,939	674,868	49,523	3,994,439	2,053,552	3,571,766	1871	52,475
North American.....	1,132,617	1,381,364	602,425	641,988	35,192	5,820,041	1,748,209	4,001,691	1881	54,895
Great West.....	564,431	712,944	386,178	573,919	97,455	4,278,850	2,729,592	4,278,850	1892	9,748
IMPERIAL.....	493,781	577,645	306,895	352,111	23,349	3,804,243	2,210,117	3,632,567	1897	90,935
Federal.....	436,722	562,987	197,799	251,944	15,113	2,644,673	974,672	2,644,673	1882	3,871
London Life.....	323,569	398,011	165,169	160,902	4,445	1,882,836	638,794	1,882,836	1874	3,583
Excelsior.....	188,438	219,354	100,415	103,821	2,301	1,582,793	937,887	1,582,793	1890	3,880
Royal-Victoria.....	149,259	183,441	104,523	142,030	24,268	816,618	305,059	816,618	1889	12,019
National Life of Canada	128,573	142,451	61,814	42,424	d	1,008,714	439,339	1,008,714	1897	+ 108,056
Home Life.....	119,664	131,940	61,806	74,534	d	1,426,632	605,515	1,426,632	1899	+ 73,915
Northern Life.....	118,183	131,527	70,634	73,672	d	1,002,901	315,993	1,002,901	1892	(12 yrs.) 2,715
Continental Life.....	100,174	114,872	46,985	86,297	d	1,071,530	448,422	1,071,530	1896	+ 64,401
Union Life.....	68,442	172,713	6,920	7,544	d	1,267,724	736,314	1,267,724	1899	+ 60,339
Crown Life.....	67,886	70,914	2,944	7,544	d	5,512,288	2,382,590	5,512,288	1902	2,425
Sovereign.....	27,659	60,355	16,909	14,336	d	1,206,850	730,850	1,206,850	1901	+ 68,487
				*	*	791,508	.....	791,508	1903	+ 1,831

\* Not doing business in 1902. d. Decrease.

We have added the two last columns in order that a proper comparison of the merits of the different companies may be obtained. Where a company has not made seven reports to the Government, the last report has been taken. We have brought the Imperial's figures out in large type to better show our strong position.



When the Imperial commenced operations in 1897, there were already 14 Canadian companies in the field, so that the Imperial started 15th on the list. Since that time, our progress has been steadily upward, so that to-day, less than seven years later, the Imperial occupies from the 6th to the 8th position, according to the column considered, amongst a total of 20 active companies. We have overtaken and passed one-half of our competitors.

There is one point in connection with this statement that we wish particularly to impress upon our representatives, and that is, the "Increase in Surplus." Considering the amount in aggregate, the Imperial ranks 7th on the list, but this by no means indicates the true position of affairs. The Imperial probably maintains the strongest policy reserves of any company in Canada, and last year we placed an additional amount of nearly \$10,000 in the special reserve for suspended mortality—a reserve not maintained by any other Canadian Company—so that our actual increase in surplus was really \$33,135. This gives us 6th place amongst the companies.

It is also interesting to note the position of each company when it was the same age as the Imperial. Our surplus to-day is nearly double that held by any other company at the same period of its existence.

Imperial representatives have every reason to be proud of the splendid record made by their company—a record which places us amongst the leaders in Canadian life assurance.

## **Do It Now!**

When you've got a job to do,  
Do it now!

If it's one you wish was through,  
Do it now!

If you're sure the job's your own,  
Don't hem and haw and groan—  
Do it now!

Don't put off a bit of work,  
Do it now!

It doesn't pay to shirk,  
Do it now!

If you want to fill a place,  
And be useful to the race,  
Just get up and take a brace,  
Do it now!

Don't linger by the way,  
Do it now!

You'll lose if you delay,  
Do it now!

If the other fellows wait,  
Or postpone until it's late,  
You hit up a faster gait—  
Do it now!

## **NOTES.**

**Mr. Ross** makes his first appearance on the Honor Roll this year with a flourish. This is to let all Imperialites know that he is "still doing business at the old stand" and intends to live up to his past records.

**Winnipeg Agency** has broken the monopoly of the "triple alliance" for the first time this year. Congratulations, Mr. Wallace; see that you at least hold the place.

**Ottawa Agency** works along in its own steady way and it is our opinion that Manager Wickware knows just how much business he will put in during the month. He has associated with him a splendid field staff, amongst whom Messrs. Gardiner, Garvin, Rowat and Humphries stand out conspicuously. If Ottawa happens to be lower than 5th on the "Standing" it is not allowed to occur twice.

Four places to Halifax and Head Office Agency this month; Winnipeg, Montreal and Ottawa each have three.

**Messrs. Baker, Wallace, Gardiner and Gase** have each been on the Honor Roll three times this year. Who will be the "stayers?"

## Business-like Dealings.

HAMILTON, ONT.,  
April 19th, 1904.

J. H. MACABE, Esq.,

City Agent, The Imperial Life,  
Toronto.

Dear Sir,—I have to thank you for your promptness in settling the claim under policy No. 2386 on the life of my late sister, the cheque having been forwarded to me the same afternoon that the papers were completed. Such business-like dealings cannot fail to add to the prestige of the Imperial, and I will take pleasure in recommending your Company to any interested person.

Again thanking you for your courtesy in assisting me to complete the papers, I am

Yours truly,

MENTA W. BEATTY.

## Standing of the Agencies for April.

- |                        |                          |
|------------------------|--------------------------|
| 1. Montreal, Que.      | 11. Durham, Ont.         |
| 2. Head Office Agency. | 12. West Indies.         |
| 3. Winnipeg, Man.      | 13. St. Catharines, Ont. |
| 4. Halifax, N.S.       | 14. Brockville, Ont.     |
| 5. Ottawa, Ont.        | Charlottetown, P.E.I.    |
| 6. Vancouver, B.C.     | Port Arthur, Ont.        |
| 7. Kingston, Ont.      | 17. Brantford, Ont.      |
| 8. St. John, N.B.      | Peterboro, Ont.          |
| 9. London, Ont.        | Regina, N.W.T.           |
| 10. Hamilton, Ont.     |                          |

## The Mutual System.

The facility with which proxy rights can be obtained and retained in the mutual system of life insurance, has now come to be recognized as fraught with great danger. In theory, the idea of all members of the company having a voice in its management is most attractive; in practice it falls very far short of the actual truth.

Of course it is impossible for the members of a company to constantly meet in order to supervise its affairs. To obviate this difficulty a Board of Trustees is chosen, who are supposed to keep a watchful care of the policyholders' interests; but trustees are only human, and it is not strange that the interests of the policyholders in the abstract are sometimes made subservient to the interests of the individual. The fact is indisputable that the mutual system presents certain advantages to the management not possible under any other yet devised.

The managers of a company can become more autocratic than the Czar himself, and the policyholders are powerless. Theoretically all they have to do is to revoke their proxies and exercise their voting privileges. Practically they can do nothing of the sort. With the membership of a company spread all over the world, practical co-operation is impossible. They can only protest individually, while the management, secure in the possession of a majority of proxies, laugh at the threats hurled against them, and remain firmly entrenched in their positions, from which only the insurance department, backed by the attorney-general and the courts, can dislodge them.—*Wall Street Daily News.*



## Net Surplus to Policyholders.

The difference in the rates of interest used by the Canadian companies in the calculation of their reserves makes it rather difficult for the uninitiated to realize the unparalleled progress made by the Imperial, as compared with that of other companies. Below is given, approximately, the Net Surplus of the Imperial, calculating its reserves upon the different standards in use in Canada.

1. If the Imperial calculated its reserves on the Government standard, its Net Surplus to policyholders would be .....	\$225,918 or 17.6% of the reserve.
2. If the Imperial calculated its reserves upon a 4% and $3\frac{1}{2}$ % interest basis (that used by a number of companies) its Net Surplus to policyholders would be, approximately.....	\$177,506 or 13.2% of the reserve.
3. If the Imperial calculated its reserves upon a $3\frac{1}{2}$ % interest basis, its Net Surplus to policyholders would be, approximately.....	\$145,229 or 10.6% of the reserve.
4. Calculating its reserves upon a $3\frac{1}{2}$ % and 3% interest basis, and also maintaining special reserves of \$37,754 for suspended mortality and the immediate payment of death claims, the Imperial's Net Surplus to policyholders is .....	\$91,340 or 6.4% of the reserve.

We consider that absolute security to policyholders is the most important consideration of a life company, and have, as you are aware, made the Imperial's security unquestionable, by, amongst other ways, maintaining probably the strongest reserves of any Canadian life company. This enables other companies who do not maintain such stringent reserves, to make an apparently favorable comparison with the Imperial in regard to surplus to policyholders, by omitting to mention this difference in reserves. If the basis of reserve is taken into consideration it will be found that the Imperial is a leader compared with even the oldest Canadian companies.

The following extract from an article by Mr. J. W. Alexander, President of the Equitable Life of N. Y., which appeared in the *Atlantic Monthly*, will be of especial interest in this connection. He says:—

"The Bank with the largest surplus is always regarded as the strongest, and the one most likely to divide large profits. An individual's wealth is measured by the excess of his possessions over what he owes; in other words, his surplus. It is the same with a Life Insurance Company. Surplus represents the wealth of a company, and therefore the wealth of its policyholders."

Inasmuch as policyholders are vitally interested in the profits which will be paid under their policies, the above facts will be of invaluable assistance to Imperialites in competition, as indicating the favorable position of the Imperial from a profit-making standpoint.



## Life Assurance Explained.

Yell, I've been an insured m'loaf, Bridget  
what for Pat?  
Sure now when I do, I'll have something to live on



### Notes.

**Kingston Agency** worked in earnest last month, judging from results. Manager Cooke and Mr. G. H. Gillespie are to be congratulated upon their success.

**Mr. S. P. Saunders** sends an appropriate West Indian proverb:—

“Ebery day fishin’ day, but no ebery day catchy fish.”

While you can’t be successful every day, you have to work every day to be successful.

**Mr. W. M. Rowat** ranks 7th on the Honor Roll in new premiums for the month, his premiums averaging about \$64 00 per thousand. This is a splendid record.

Seed time in the country these days. Premiums for life assurance are the seeds which will insure an abundant harvest when most needed.

**Mr. T. W. Patterson, of Montreal,** secured a good line of business during April. We hope May will prove as successful.

**Mr. W. D. Mills** is another representative whose name we are pleased to see on the April Honor Roll.

**Mr. H. B. Andrews** is a staunch Imperialite and does a splendid class of business. He joined the Imperial in January 1903, and every renewal premium on his business thus far this year has been paid. Congratulations.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 11. Published by the Imperial Life Ass'ce Co'y of Canada. (1-6-04)

## The 1904 Convention.

The keenness with which Imperialites are "going after" their quota is evident from the fact that two more have already secured their allotments. They are Messrs. W. G. Morrow of Peterborough, Ont., and J. C. Gass of Shubenacadie, N.S., and we heartily congratulate these gentlemen upon their early success. Many other quotas show promise of early completion and every day makes the success of the Convention more assured.

Only two months left! How many of our representatives fully realize this? There is only two-sevenths of the time left in which to complete your quota.

Many of our representatives have kept up their average splendidly during the five months, but others have run behind and there is consequently a comparatively large deficit in a number of cases to be made up during the next few months.

If you are one of those who have "run behind," what steps are you taking to "make good" during June and July? It will need steady, persistent work on your part to complete your quota within the time, and if you do not start "right at once" success is doubtful. By great concentration during the next eight weeks success can be achieved—but not otherwise. Determine to make each day count and there is not the slightest doubt but that you will be with us next August.



## A Few Facts.

(1)—The Imperial Life has made a record unequalled in the history of Canadian life assurance.

(2)—While the Imperial was the 15th Canadian company transacting business when it started, it has made so rapid progress that it has passed over one-half of its competitors, and now occupies a place amongst the large Canadian companies.

(3)—The Imperial Life has taken for its motto, "First and Paramount—Absolute Security to Policyholders," believing that security is the most important consideration of a life company. The fact that it maintains probably the strongest reserves of any Canadian life company is an evidence of the unquestionable security afforded policyholders.

(4)—According to the Government basis of reserve, the Imperial's Net Surplus to policyholders (exclusive of capital) amounts to \$225,918, or 17.6% of the reserve. The surplus of no other Canadian company, at the same period of its existence, amounted to as much as 25% of this amount.

(5)—The policy reserves of the Imperial are all upon a  $3\frac{1}{2}\%$  and 3% interest basis, with additional special reserves for suspended mortality and the immediate payment of death claims. The Imperial is not in the unenviable position of a large number of Canadian companies which will have to set large amounts aside out of surplus during the next few years to bring their reserves up to the Government standard ( $3\frac{1}{2}\%$ ).

(6)—The mortality actually experienced by the Imperial Life since its commencement has been only 53% of the expected mortality. This is an evidence of the careful selection of its risks and the consequent increased profits which may be expected under Imperial policies.

(7)—The Imperial has a subscribed capital of \$1,000,000 and a paid-up capital of \$450,000. This is a substantial guarantee that all policy contracts will be carried out in their entirety.

(8)—The average rate of interest earned by the Imperial in 1903 was 5.29%. This is considerably higher than the average earned by the Canadian, British or American companies, and inasmuch as "interest earnings" is one of the important sources of profit of a life company, it indicates that the profits paid under Imperial policies will be entirely satisfactory.

(9)—The assets of the Imperial Life are of the highest order and will bear the closest scrutiny. They are classified as follows:

Government Securities.....	2.3 %
Bonds and Debentures.....	32.9
Bank and other Stocks.....	3.5
Mortgages on Real Estate .....	27.7
Loans on Policies.....	2.6
Loans on Bonds and Stocks.....	12.5
Cash in Banks.....	7.2
Outstanding and Deferred Premiums.....	9.9
Interest Accrued and Due on Investments, &c....	1.4

100.

While the Imperial's funds have been placed to yield a high rate of interest, it will at once be seen that only absolutely safe investments have been made.



(10)—The interest income of the Imperial since the commencement has not only been sufficient to pay all death claims and payments to policyholders, but has left a surplus of \$100,000 besides.

(11)—Five other life companies commenced business either shortly before or shortly after the Imperial. It is a noteworthy fact that the aggregate results of the operations of these five companies do not equal the Imperial's record in any particular. Also, the Imperial has a Net Surplus to Policyholders of over \$90,000, while these five companies show an aggregate deficit of \$365,843. This is one of the strongest evidences of the unparalleled record made by the Imperial.

(12)—The Imperial issues a policy contract that, in the liberality of its provisions and absolute security to the assured, is unexcelled by the policy contract of any other life assurance company.

(13)—The expenses of placing the Imperial's first \$16,000,000 of assurance in force on its books have been very materially lower than the expenses incurred by any other Canadian life company in securing the same business—an evidence of prudent and conservative management.

(14)—At the same period of its existence, the business of no other Canadian company approached the business of the Imperial by millions of dollars—an evidence of a very progressive management.

(15)—The Imperial has a larger percentage of assets to liabilities than any other Canadian life company whose capital is not impaired.

(16)—The Imperial has not sacrificed true business principles to secure a large amount of assurance, but has been content with doing all the business it could at a reasonable cost. This is one of the main reasons of its unparalleled progress.

(17)—The Imperial's Guaranteed Security Policy is a policy peculiar to the Company, and is an ideal contract from the policyholder's standpoint. It has been termed "A Policy of Guarantees."

(18)—Thirty per cent. of the policies issued by the Imperial during 1903 were on Endowment plans—an indication that Canadians recognize the Imperial as a safe and remunerative depository for their savings.

(19)—The Government Deposit of the Imperial Life for the security of policyholders is larger than that of any other Canadian life assurance company.

(20)—The policy reserves held by the Imperial Life for the security of policyholders are \$134,578 greater than the amount required by the Dominion Government.

(21)—The Imperial Life is the only Canadian company organized during the past 10 years that has paid profits to policyholders.

(22)—According to charter, 90% of the profits from participating policies belong to the holders thereof. Imperial policyholders have all the advantages of a mutual and stock company combined.

(23)—The Imperial Life has issued, so far as we know, the largest policy ever issued in Canada—one for \$200,000.

(24)—The Imperial has received the largest single premium ever paid in Canada—a cheque for \$100,000.

(25)—The Imperial Life pays all claims under its policies the same day that the completed proofs are received from the claimant.

(26)—Viewed from every point the Imperial Life Assurance Company of Canada is "The Ideal Canadian Company."

## Importance of First Impressions

### In Soliciting.

A young man came into my office one morning recently and upon reaching my desk, I looked up and said, "Good morning." He simply smiled "Good morning" in return, but he did it in such a way and his general mien was such that a kindly feeling was aroused in me toward him at once. He withdrew from under his coat a book and laid it on the desk. I opened it, turned over a few pages mechanically, asked two or three questions and presently inquired, "What is your proposition?" He answered, "The book is one dollar." "Put me down for one." He filled out the order, I signed it and he was gone. The transaction took but a few minutes.

Another salesman came in the same afternoon selling rubber bands. He had samples arranged in a case, and, holding them up to view, said in a phonographic sort of way, "Do you want any rubber bands? We make a specialty of filling office orders." I said, "No." He turned and went out.

This may seem to be parading purely personal matters unnecessarily, but these incidents serve to illustrate most forcibly three important points which I desire to make and impress, and I feel that this is one case where the end justifies the means.

The first point is that, in cases where there is no competition, the success of the salesman depends not nearly so much on what he has to sell as on the way he has of selling it. This principle is quite generally accepted, but there are some who do not seem to have grasped it—those who are continually blaming their company, territory, "hard times," anything except themselves—because they are not doing a good business.

The second point is that people often act upon impulses actuated by influences from without, rather than upon their own deliberate judgment.

These two points seem to be well established from the fact that one man sold something for which there was at least no *need*, while another failed to sell that for which there was need (the office was in need of a supply of rubber bands of a certain size). Furthermore, both were strangers and each had an equal opportunity. If the book man had been selling rubber bands and *vice versa*, rubber bands would have been bought instead of the book—no doubt of it.

The force of the general application of an individual case is due to the fact that, although there are practically as many phases of human nature as there are people, nevertheless, the average individual but reflects the average, or main, characteristics of the rest.

The third point is the lesson which the above teaches, viz.: That it is most important for each solicitor to study the impressions which he makes upon people. Those who work among busy men especially will find it almost necessary to create an interest at the start, or they will be unable to hold attention long enough to have a satisfactory interview. If one finds that his present manner and methods do not get those whom he meets *en rapport* with him, he should change his ways and keep on changing and perfecting them until he is able to ingratiate himself almost immediately, and simultaneously place his prospective patrons in a receptive mood. Just a word in accomplishing this. The first step is to remove as far as possible, anything which would be apt to create an *adverse* impression at first, because if antipathy is created a barrier is built up which must be cleared away before any real progress can be made.—J. J. DEVNEY.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 12. Published by the Imperial Life Ass'ce Co'y of Canada. (15-6-04)

## Only Six Weeks Left ?

Thirty-six working days  
in which to qualify for our splendid trip.

You will be more than  
sorry if you miss it.

It is going to be the best  
outing we have ever had.

Mr. H. Thomson of Strathroy, Ont.,  
is the latest Imperialite to secure his  
quota. Many others will qualify  
within the next week or two—will  
you be one of them ?

We would like to see a large number of represent-  
atives qualify during the present month. Many of them  
can do so with a little effort, and it will save a great deal of  
rush at the end.

*Remember that the business must be  
received at the home office by July 31st,  
to count in this competition !*



## Liberal Treatment.

TORONTO, MAY 16TH, 1904.

THE IMPERIAL LIFE ASSURANCE COMPANY, TORONTO.

GENTLEMEN :—I beg to acknowledge the receipt of cheque for \$1,000 received from your Mr. Macabe in full of claim under Policy No. 576 on the life of my late son, Albert E. Macdonald.

My son had been a member of your Company since 1898, and I have often heard him speak of your liberal treatment of your policyholders, and know that he was accorded the greatest assistance in keeping the policy in force. The Company advanced him a loan on his policy and just before his death, had accepted a note for the premium due, which note was still current.

I have also to thank you for your promptness in settling the claim and the trouble you have taken in the matter.

Yours truly,

MARY ELEANOR MACDONALD.

## Standing of the Agencies for May.

- |                        |                             |
|------------------------|-----------------------------|
| 1. Head Office Agency. | 13. Regina, Assa.           |
| 2. Vancouver, B. C.    | 14. Brandon, Man.           |
| 3. Winnipeg, Man.      | 15. Peterboro County, Ont.  |
| 4. Ottawa, Ont.        | 16. Brantford, Ont.         |
| 5. Halifax, N. S.      | Peterboro City, Ont.        |
| 6. London, Ont.        | 18. Belleville, Ont.        |
| 7. Montreal, Que.      | 19. West Indies.            |
| 8. Brockville, Ont.    | 20. Newfoundland.           |
| Guelph, Ont.           | St. Catharines, Ont.        |
| Hamilton, Ont.         | 22. Charlottetown, P. E. I. |
| St. Johns, N. B.       | Port Arthur, Ont.           |
| 12. Kingston, Ont.     |                             |

## Notes.

**Congratulations, Mr. Day**, upon your May business. Eighteen thousand is a good month's work.

**Messrs. Cass, Wallace and Gardiner** have the most places to their credit this year.

**Head Office Agency** was given a close race for leadership by **Vancouver**. Both agencies did particularly good work, as well as **Winnipeg** and **Ottawa**. What is the matter with Montreal?

**Mr. C. A. Crysedale** is proving himself a thorough Imperialite. His high average premium is a good sign.

**Winnipeg, Halifax and Ottawa** each have three places on the Honor Roll. This is a particularly good record for Winnipeg, as Manager Wallace has only two men beside himself devoting their whole time to our work and all secured places.

**Guelph Agency** secured eighth place the first month, which gives Manager Lawson a good start. A little higher next month, Mr. Lawson. **Mr. Mills** of Durham backed him up loyally last month.

## Recent Death Claims.

The following death claims have been recently paid:—

NAME.	OCCUPATION.	ADDRESS.	Amt. pd.	Premis. with int.	Diffce.	Time In force.
M. K. Bexton	Merchant	Flesherton, Ont.	\$ *972.00	\$ 167.95	\$ 804.05	Yrs. mos. 3-3
Frank Morris	Laborer	Caughnawaga, Que.	550.00	50.70	499.30	0 6
C. W. Wormwith	Druggist	Kingston, Ont.	1,000.00	102.20	897.80	1-6
W. C. Butt	Bricklayer	Bracondale, Ont.	1,000.00	74.75	925.25	1-6
G. E. Forrest	Bank Manager	West Sheffield, Que.	1,000.00	297.45	702.55	5-7
A. P. Jacob	Clerk	Quebec, Que.	1,000.00	59.30	940.70	1-7
F. K. A. Folger	Genl. Mgr. Light & Power Co.	Kingston, Ont.	†5,000.00	1,018.60	3,951.40	5-9
J. B. Dobson	Book-keeper	Midland, Ont.	1,000.00	128.50	871.50	3 11
E. C. West	Lumberman	White Point, N.S.	†1,047.55	99.60	947.95	2 8
J. H. Pritchard	Tax Collector	Toronto, Ont.	*920.00	153.10	766.90	2 9
Miss M. A. Beatty	Teacher	Stratford, Ont.	1,000.00	167.50	832.50	4 9
A. B. Macdonald	Book-keeper	Toronto, Ont.	801.35	323.30	478.05	6-2
			15,290.90	2,672.95	12,617.95	3-4

\* Error in age.

† Payable in instalments.

‡ Guaranteed dividend.

The above table suggests a very pleasant thought to us,—the true value of life assurance. Here are eleven families who would otherwise have probably been left in greater or less dependence upon charity for a living, but who through the foresight of the bread-winners, and the wonderful system of life assurance, will be able to live in some degree of comfort. An investment of \$2673 has brought them over \$15,000 or a return of over 500 per cent. How paltry would the returns under any other investment seem, when compared with this.

It will be noticed that one policy was in force only 6 months before it matured, while the oldest policy had only been taken out six years ago. Life is uncertain, and while these policyholders were all in good health a short time ago, not one of them is alive to-day.

It is the duty of every person upon whom others are dependent for support, to take every possible precaution to place that protection beyond any chance disaster. The only way this can be done is by taking a life policy, and the person who does not do this, is guilty of more than a lack of foresight. No chances should be taken. The future of dependents should be made absolutely sure by a policy in the Imperial Life Assurance Company of Canada.



## Recent Appointments.

The following gentlemen have recently joined the ranks of Imperialites. We extend to them a hearty welcome and hope that they will all be successful in the work:

A. A. Stewart, St. Thomas, Ont.	A. Embury, Brampton, Ont.
W. H. Brocklebank, Walkerton, Ont.	A. A. Olmstead, Sidney, Man.
C. M. Turner, Calgary, Alta.	Geo. P. Downey, Vancouver, B. C.
C. A. Clarke, Eureka, N.S.	F. T. Watt, Guelph, Ont.
W. M. Brown, Stratford, Ont.	L. Morris, Summerside, P. E. I.
J. L. Lackner, Chesley, Ont.	D. Kitchen, Souris, Man.
D. McFarlane, Oak Lake, Man.	C. Blackstock, Regina, Assa.

## Leaders of the Honor Roll for 1904.

January.—Dr. D. Lowrey, Toronto, Ont.  
 February.—A. Fraser, Quebec, Que.  
 March.—S. P. Saunders, West Indies.  
 April.—Rev. A. W. Ross, Portage la Prairie, Man.  
 May.—R. W. Day, Edmonton, Alta.

## Honor Roll for May.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
R. W. Day, Edmonton, Alta. ....	18,000	1	650.00	2	3
Rev. A. W. Ross, Portage la Prairie, Man.	14,000	2	389.40	7	2
J. C. Gass, Shubenacadie, N.S. ....	12,500	3	386.70	8	4
C. A. Crysdale, Vancouver, B.C. ....	12,000	4	704.90	1	2
J. Cawley, Brockville, Ont. ....	11,000	5	551.30	3	1
G. R. Hamilton, London, Ont. ....	11,000	5	459.00	4	1
H. Thomson, Strathroy, Ont. ....	10,000	7	438.00	5	1
A. S. Wickware, Ottawa, Ont. ....	9,000	8	435.90	6	2
Dr. D. Lowrey, Toronto, Ont. ....	9,000	8	377.95	9	3
W. H. Seymour, Hamilton, Ont. ....	7,500	10	367.15	10	2
J. E. McCuaig, Ottawa, Ont. ....	7,000	11	238.85	12	1
J. S. Wallace, Winnipeg, Man. ....	6,500	12	261.10	11	4
R. E. Verge, Halifax, N.S. ....	5,500	13	166.90	18	3
R. Hall, Brandon, Man. ....	5,000	14	234.75	13	1
C. A. Armstrong, Truro, N.S. ....	5,000	14	232.20	14	3
T. M. Grover, Regina, Assa. ....	5,000	14	200.40	15	1
J. J. Gardiner, Smiths Falls, Ont. ....	5,000	14	182.90	16	4
W. D. Mills, Durham, Ont. ....	5,000	14	169.00	17	2
H. B. Andrews, Toronto, Ont. ....	5,000	14	164.30	19	2
W. H. Bessey, Toronto, Ont. ....	5,000	14	163.50	20	2
J. W. Glenwright, Winnipeg, Man. ....	5,000	14	159.10	21	3
J. B. Cooke, Kingston, Ont. ....	5,000	14	127.40	22	3



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 13. PUBLISHED BY THE IMPERIAL LIFE ASS'CE CO'Y OF CANADA. (1-7-04)

## One Month More!

How about that Convention quota! Is it nearly completed? If not, what are you going to do during July? The time is short and we must make the most of it.

---

Be a victor in the fight! There is no reason why you shouldn't. Make one of the army of conquerors next month and enjoy a well earned holiday.

---

Time is our great enemy this month. The question is: "How can we do two month's work in one month?" No matter whether it represents one, two or three month's work, every Imperialite can secure his quota if he will get down to work in earnest. Will you?

**Let us make July a grand triumph**  
**from the Atlantic to the Pacific**

## Visitors

We were very pleased to receive a visit from two of our representatives last month—Mr. J. C. Gass, of Shubenacadie, N. S., and Hon. F. M. Menendez, of Nassau, Bahamas.

## Comparative and Competitive Literature

Will our representatives kindly forward to the Head Office any Pamphlets, Books, etc., containing comparisons, etc., which they come across in their canvass, in order that we may have an opportunity of answering them in so far as they relate to the Imperial? Your compliance with this request will be very much appreciated.

### "There are very few others I would care to work for"

In a recent communication received from Mr. J. W. Glenwright, City Agent, Winnipeg, he says:—"The Imperial Life stands high in the estimation of financial men and although it is the only insurance company for which I have ever worked, it appears to me that there are very few others I would care to work for after the Imperial."

## Death Claims

From October, 1897 to December, 1903, is not a very long time, only six years and three months, but during that time a company, even with all its "lives" recently examined can have quite a number of death claims.

During this period the Imperial Life paid out nearly \$200,000 to 102 beneficiaries under policies matured by death. The premiums received under these policies with bank interest amounted to \$28,555.69 so that the transactions stand thus:

Amount paid to beneficiaries	\$195,139 19
Premiums paid, accumulated with bank interest	28,555 69
Difference, being amount received over and above the amount which would have been received had the premiums been deposited in a savings bank	\$166,583 50

The benefits of life assurance to the individual are incalculable. Here are one hundred and two bread winners who lived on the average only two years and one month after securing their assurance. They were then in perfect health and apparently would be spared for many years to minister to the wants of their families. That, however, was not to be, but the system of protection known as life assurance steps in and provides for their wives and children.

## A Lesson for Procrastinators

The following communication has just been received from Mr. H. B. Andrews, Inspector of the Head Office Agency, and has reference to the recent lamented accident which befell the four young men residents of Collingwood, Ontario, on June 12th:

MR. T. BRADSHAW  
Vice-Pres. The Imperial Life, Toronto

June 15th, 1904

Dear Sir:—

You will no doubt have noticed the account of four young men being drowned at Collingwood.

Kindly note that one of these men, *Mr. Andrews*, allowed his policy to lapse in this Company a short while ago. *Mr. Mussen* and his father promised *Mr. Douglas* and myself an application this summer. *Mr. Stephens*, whom I saw in *Barrie* last Friday, promised me an application on my next visit.

Yours very truly,

H. B. ANDREWS

There is a moral in this and Imperial Life agents should not fail to point it out.



## An Interesting Table

The following table shows the amount of life assurance which \$19.00 (the life premium at age 20) will purchase at the different ages.

AGE	AMOUNT OF ASSURANCE
20	\$1,000 00
21	979 00
22	951 00
23	936 00
24	916 00
25	892 00
26	870 00
27	848 00
28	826 00
29	805 00
30	784 00
31	763 00
32	742 00
33	721 00
34	701 00
35	680 00
36	660 00
37	640 00
38	621 00
39	601 00
40	583 00
41	564 00
42	545 00
43	526 00
44	507 00
45	489 00
46	471 00
47	454 00
48	437 00
49	420 00
50	404 00
51	388 00
52	373 00
53	357 00
54	342 00
55	327 00
56	313 00
57	299 00
58	285 00
59	272 00
60	260 00

The cost of a new life policy becomes very much greater as a person's age increases. The premium paid by a person 20 years old is only sufficient to purchase about three-fourths of that assurance ten years later, and ten years after that the amount is not much more than half.

Added to this increased cost, is the danger of being unable to pass a medical examination at a later date. Many a person has deferred applying for a policy a short time, only to find that he has put it off too long. He then realizes that life assurance is cheap at almost any price, but impossible to obtain.

Not only is a person making a mistake from a financial standpoint when he puts a life agent off with an excuse, but he is possibly "turning down" life assurance for ever. One man says: "I can't afford it." Can he afford to be without it? Another says: "I don't need it just now." There are very, very few men who don't need a life policy, but even so, a man never knows when he will need one, and need it badly. Suppose he then found that he had delayed too long.



## An Endowment Fund

Every father wishes to place his son in the strongest possible position to start the stern battle of life. He knows the difficulties to be encountered, the trials to be endured, and what a good start means to him.

A splendid plan, adopted by many people, is the following :—

The father takes out an Endowment Policy on his own life to mature when his son reaches, say 21 years of age. A definite amount is thus placed aside each year and will be payable to the son on his 21st birthday. Should the father die before the maturity of the policy, its full face value will at once be payable. The son is therefore positively guaranteed :—

1. If his father live he will receive an education and a capital with which to start his life's work.
2. If his father die, he will still be assured of a good education which he might otherwise not obtain.

Can you think of a better way to give your son a start in life ?

### A FABLE

There was a very learned man  
Who had a foolish wish ;  
He set a mouse-trap on a bank  
In hopes of catching fish.

He then went home and all day long  
He sat around the house ;  
With rod and reel and wriggling worm,  
He tried to catch a mouse.

The moral of his enterprise  
The whole of life will match ;  
You always should adapt your bait  
To what you want to catch.

## Do it To-morrow

“Knock” the other companies and the other companies' agents to-morrow. If you present all the merits of the Imperial you will have no need—nor time—to present the weak points of other companies.

If you feel like making a mental list of the reasons why you are not suited for life assurance soliciting, do it to-morrow. It will require a great many to-days to work out your possibilities as an agent.

Complain of the over-worked condition of your territory to-morrow. It will take you all of to-day to look after people that need assurance and would apply for a policy if they were properly canvassed.

If you are tempted to think that your Convention allotment is beyond your powers, do it to-morrow. Honest effort to-day will assure your taking the August trip with the other successful Imperialites.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 14      Published by the Imperial Life Assurance Company of Canada.

(15-7-04)

**Your Convention quota can be completed during the next few days if you will determine to do so. Shew that you are a successful life underwriter by joining in the August trip.**

\* \* \* \*

**Quotas are being completed every day, and undoubtedly it will be by far the most successful Convention we have ever held. A word to the wise is sufficient.**



## Insurance Illegalities.

### THE GLITTERING "SPECIAL CONTRACT" SCHEME AGAIN DISCUSSED—CREDULOUS VICTIMS—HOW THEY ARE CAUGHT—CHARACTER OF INSURANCE.

A little investigation has developed a few more facts regarding the "special contract" or "the advisory board scheme" of insurance. It appears to be no more or less than the result of a desire for rapid growth. Not content to grow slowly they sugar-coat their propositions with special inducements of various kinds. The plan submitted recently in Winnipeg by the Iowa State Life seems to be the favorite one.

The managers who adopt the "board" scheme look upon the expense fund as their personal perquisites, rather than as a necessary provision for the legitimate expense of management. Accordingly they profess a readiness to share the fund with a stated number of favored members who are to constitute a pretended "advisory board."

#### THE MODUS OPERANDI.

The prospective "board" member is attacked at the most vulnerable point of the average man—his personal vanity. He is approached as "a representative citizen" or as a "prominent man" whose name will attract many others, and whom the company is extremely desirous to secure for the sake of his "influence." A prominent insurance journal of the United States thus speaks of these tricksters: "Commonly the agent brings a personal letter from some high official connected with the home office, which is intended to persuade him that the company really does place a high value upon his connection with the enterprise. This puts him in a proper frame of mind to absorb the fairy tales and moonshine that are lavishly dealt out to him, the wonderful new business the company is about to write, the marvellous gains to accrue from lapses, the rapid accumulation of reserves and surplus, until he can no longer doubt the golden harvest that awaits the fortunate members of the "board." He signs an application for a big policy, pays a big premium in cash, and settles back happy in the thought that at last he is "on the inside" of something.

#### ABSURD ESTIMATES.

As might be expected the estimated profits given out with such contracts are wild and extravagant to the point of absurdity. They vary considerably with the different companies according to the imaginative powers of the expert mathematical prestidigitators who manipulate the figures. The following is an example:

ESTIMATED PROFITS ON A SPECIAL CONTRACT, 20-PAYMENT LIFE POLICY OF \$2,500, YEARLY PREMIUM OF \$81.90.

Year.	Dividend.	Net Premium.	Excess over Premium.
1st .....		\$81 90	
2nd .....	\$ 9 16	72 74	
3rd .....	14 06	67 84	
4th .....	20 00	61 90	
5th .....	27 60	54 30	
6th .....	38 09	43 81	
7th .....	49 07	32 83	
8th .....	68 29	13 61	
9th .....	85 66		\$ 3 76
10th .....	112 11		30 21



For the succeeding ten years the dividend is estimated at \$112.11 each year, and the excess each year over the premium is therefore \$30.21.

It will be seen that according to the foregoing estimate a 20-payment life policy becomes self-sustaining and yields an income besides, in the ninth year.

#### A GET-RICH-QUICK SCHEME.

As we have already pointed out, it is a matter of astonishment that so many are the victims of such transparent impossibilities or rather transparent improbabilities of the companies doing business at such increasing ratio as would net for the "board" such a handsome profit. In no line of business has a simpler get-rich-quick scheme been propounded. A feature of the contract which should be specially noted is that it specifically requires the board member to maintain a stated amount of insurance in force, either on his own life or on the life of someone else. On the other hand the company is not required as part of the contract to guarantee that the business of the company will increase or guarantee anything else. The board member has a policy of insurance only, at a rate higher than that of our Canadian companies. The solicitors may promise a great deal, but of this anyone proposing to take out insurance should be very careful. The State Life of Indiana has this condition in its twenty-payment life option policy: "I agree that no statement, promise or information, made or given by the person soliciting or taking this application, shall be binding on the company unless such statements, promises or information be reduced to writing and presented to the officers of the company at the home office."

The increasing profits of the special contract are attributed partly to the increasing insurance in force, but largely to the lapsing of the members of the board, thus leaving fewer to share in the distribution; for it is generally agreed that new members are not to be substituted for those that drop out. According to the estimates used, even after the policy becomes self-sustaining, the lapsing of board members goes merrily on, notwithstanding in order to lapse, the member must not only abandon a policy which no longer costs anything, but must refuse to receive money when offered to him. It is really remarkable that the absurdity of this proposition does not at once occur to the board member.

#### THE REAL OBJECT.

The sole purpose of the special contract is to induce the holder thereof to apply for a policy. The pretended requirement of certain services to be performed is a sham and a pretense. As we have already pointed out, this method of writing insurance is contrary to state law generally, and will, upon further investigation, it is hoped, be found contrary to Canadian law. The agents of a company offering this special contract locally to a prospective insurer, a little more credulous than the average man, explained to him that the attorney-general of one of the states had officially condemned the scheme, but had himself accepted one of the contracts and his son had also. The average man, with a view to making provision for his family, will look for a company of undoubted character. But one which quotes, on its own behalf, a public officer traitorous to his own state, would immediately inspire distrust. Nor is it any wonder that such company will not be responsible for the words of its appointed agents, as provided in their policy, when they were guilty of using such treachery to catch business. And would it not be fair to ask what kind of men are they who would be influenced by such an argument as that of an attorney-general acting in contravention of the law of his own state?

The placing of insurance should be done with the same care as the selection of a trustee or executor. In doing this those in whom the greatest confidence is reposed—whose characters commend themselves as being beyond doubt—are selected. They are charged with the administration of your possessions and often with the upbringing and education of your offspring. For this purpose naturally you desire the best men you know to act for you in your final absence. Insurance is in many respects similar to such trusteeship. By it you provide for your family, and you should therefore be just as careful in selecting an insurance company, to whom your money is entrusted, as in the selection of your executor. Its methods should be as regular and as free from deception and chicanery as the conduct of the man you would select as your executor. Insurance is not something to gamble with; it is an investment by which a responsible man secures to those dependent upon him reasonable immunity from want in case of his decease. If he lives to ripe years his insurance policy will only yield to his beneficiaries the principal and interest that the same amount of money would have realized if carefully and securely invested. Insurance that promises more than this is not reliable, and the sugar-coated promises of putting you “on the inside” at the expense of someone else, is an insurance proposition that an honest man would not entertain. A company that offers a dishonest proposition, a proposition that benefits a few of its policy-holders at the expense of the majority, would not scruple to offer a dishonest settlement of a claim. Such settlement would probably benefit the “board.”

### **Pennsylvania Condemns Advisory Boards and “Special Contracts.”**

The Attorney-General of Pennsylvania quotes the decision of the Michigan Supreme Court, and in his letter to Insurance Commissioner Durham, says :

“I have examined the copies of the yearly renewal contracts, the special adviser's contract, and the application for appointment as special adviser, which you sent me, and I have considered in connection therewith the act of May 7th, 1889 (P.L. 116), and the amendments thereto, approved July 2nd, 1895 (P.L. 430). I am of opinion that the contracts referred to are in substantial violation of the above acts, because they discriminate in favor of individuals, between insurants of the same class and equal expectations of life, in the amount or payment of premium or rates charged for policies, and special favors, benefits, considerations and inducements not specified in the policy contract of insurance. The inequality of the terms and conditions of the contracts, so coupled with policies of insurance, is quite apparent, and in my judgment is improper under the law.

“Severe penalties are prescribed for violations of the act. The company, as well as its agent or agents, or any person violating the foregoing provision of the law, shall be guilty of a misdemeanor and upon conviction shall be sentenced to pay a fine of \$500 on each and every violation, where the amount of insurance is \$25,000 or less, and for every additional \$25,000 insurance or less there shall be an additional penalty of \$500, and the offender or offenders so convicted shall thereupon be disqualified from acting as life insurance agents for the period of three years thereafter.

“The Attorney-General concludes by denying the right of the foregoing contract to be classed as bona fide contracts of agency, as there is no specified commission and no selection by reason of special knowledge or fitness. They



are, he affirms, certificates which, for vague considerations, in effect reduces the cost of their holders' own insurance and places all other insurance under a disadvantage."

### **Form of Application Used by One Company.**

THE STATE LIFE INSURANCE COMPANY, of Indianapolis, Indiana, U.S.A.

DEPARTMENT OF INFORMATION AND INSPECTION.

Membership Appointment.

In consideration of the stipulations and agreements in the application of ..... for appointment as a member of the Department of Information and Inspection of the State Life Insurance Company, which application is made a part hereof, the State Life Insurance Company hereby appoints ..... a member of said Department, and hereby agrees to the following articles in relation to such appointment :

Article 1. On January 1st of each year, during the continuance of this contract, the Company shall compute the number of thousands of insurance in force written during ten years from and after January 1st, 1904, in the Dominion of Canada, upon which there have been paid, during the preceding year, one full annual premium, two semi-annual or four quarter-annual premiums.

Article 2. The said State Life Insurance Company hereby agrees, on the dates aforesaid, to credit said member with such a sum of money designated herein as one share, as shall be obtained by dividing the total sum of one dollar for each one thousand dollars of insurance in force as above by the total number of shares then remaining in force. The amount so credited to said member shall each year, on the anniversary of the date of this contract, be paid to him by said State Life Insurance Company, subject to agreement of said member in his application herefor, said payments being his compensation for his services as such member, and for no other consideration. If the full number of 300 shares should not be issued, the amount paid shall be such proportion of one dollar of the number of shares issued bears to three hundred.

Article 3. The total number of shares issued in the Dominion of Canada shall not exceed 300, and no lapses will be re-issued to a new member. Any member agreeing in his application to perform the services required, for a half share, shall be credited with a half share and compensated accordingly. This appointment is for one share.

In witness whereof, &c.

Signed, Andrew M. Sweeney, President.  
W. S. Wyur, Secretary.

### **Achievements of Imperial Life's Head Office Staff.**

Many honors have of late been coming the way of those engaged in the Head Office of the Imperial Life. Mr. E. R. Paterson, B.A., of our staff, has been chosen by the Senate of the University of Toronto, as its first representative in connection with the Rhodes Scholarship. Mr. Paterson is a young man of sterling character and excellent educational qualifications. The eyes of every Canadian will be turned upon Mr. Paterson as he goes forward to the notable educational halls of the Old Land, and none with greater interest than those who have learned to esteem him in the Imperial. The only regret we have is that we lose the services of one of our brightest and most promising men.



A cable just received from London, England, brings the welcome news that L. K. File, B.A., D. Matheson, J. G. Parker, B.A., and C. H. Armstrong, B.A., have successfully passed the first examination of the Institute of Actuaries of Great Britain. All of these gentlemen are valued assistants in the Imperial's Actuarial Department. May each one be equally as successful in future Actuarial examinations. Mr. Parker having taken the gold medal in his final year at Toronto University, has been offered a Fellowship in that institution, and while we regret that we are to lose, so soon, such a brilliant and promising young man, he will carry with him our very best wishes for a prosperous future.

Several other members of the office staff of the Imperial Life have distinguished themselves this year at the recent examinations of the Toronto Insurance Institute. The following were successful in some of the subjects of the first year examinations: A. W. Adams, H. W. Nosworthy, H. T. Roesler, J. O. Gallow. The Toronto Insurance Institute is doing excellent work for the young men in the various Life Insurance Companies, and there is no doubt whatever but that their future progress will be materially improved, both financially and otherwise, by qualifying themselves for these examinations, and by endeavoring to take as high a stand in them as possible.

Finally, but not least, the announcement has just been made that Messrs. E. W. Davis, W. G. Reburn and S. J. Mackie, also of the Imperial Life Head Office staff, have been successful in their examinations of the Institute of Chartered Accountants, a very important examination and one which requires much hard work and constant study to secure a pass.

It will thus be seen that the Imperial Life office is endeavoring to train up in the very best possible way, an efficient, intelligent staff, so as to cope with the important duties which are now falling upon them, and which will hereafter fall upon them. The success which these young men have met with as the result of weeks and months of constant study and hard work, will undoubtedly prove a great incentive to others in the office to follow on and upward. Not only have these young men improved themselves mentally, but they are qualifying themselves for important positions which will from time to time be open to them.

### **New Appointments.**

The following representatives have recently been appointed :—

W. J. Douglas, Collingwood, Ont.	G. Murdock, Murray River, P.E.I.
H. L. Douglas, Burk's Falls, Ont.	W. W. Jenkins, Georgetown, P.E.I.
T. J. Walrond, Woodstock, Ont.	J. W. Collins, Grand Forks, B.C.
C. E. Kilborn, Winnipeg, Man.	O'Brien & Muir, Wetaskiwin, N.W.T.
O. U. MacMicking, Wiarton, Ont.	A. V. Bax, Toronto, Ont.
J. W. Ney, Bracebridge, Ont.	N. C. Porter, Rocanville, Assa.
M. M. Schurter, Chepstowe, Ont.	A. Emmett, Brantford, Ont.
D. L. Lee, Lumsden, Assa.	

A hearty welcome is extended to these gentlemen.

It sometimes happens that a Provincial or District Manager appoints an agent to assist him, but for various reasons does not complete a contract with him according to our rules, and secure a bond. In publishing the above list we can only take notice of those appointments that have conformed to our rules and have been confirmed by the Board.

## Honor Roll for June.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
Rev. A. W. Ross, Portage la Prairie, Man.	18,000	1	543.10	2	3
F. B. Springer, Vancouver, B.C. ....	15,000	2	525.55	4	3
J. H. Macabe, Toronto .....	14,500	3	530.20	3	2
R. A. E. Aitkin, Lake Megantic, Que .	12,000	4	809.85	1	1
T. M. Grover, Regina, Assa. ....	10,500	5	385.10	5	2
W. D. Mills, Durham, Ont. ....	8,500	6	295.50	7	3
J. S. Wallace, Winnipeg, Man. ....	8,000	7	295.60	6	5
J. Cawley, Brockville, Ont. ....	8,000	7	240.00	15	2
H. B. Andrews, Toronto .....	7,500	9	223.00	16	3
Dr. D. Lowrey, Toronto .....	7,000	10	271.10	11	4
C. A. Armstrong, Truro, N.S. ....	7,000	10	243.90	13	4
J. E. McCuaig, Ottawa, Ont. ....	7,000	10	219.00	17	2
G. R. Hamilton, London, Ont. ....	6,750	13	241.20	14	2
J. P. Beaudoin, Montreal, Que. ....	6,000	14	288.20	8	4
A. C. Champagne, Montreal, Que. ....	6,000	14	288.20	8	1
G. P. Downey, Vancouver, B.C. ....	6,000	14	212.95	19	1
W. H. Seymour, Hamilton, Ont. ....	6,000	14	173.55	22	3
W. E. Kerr, Toronto. ....	6,000	14	145.50	28	3
A. A. Bartlett, Charlottetown, P.E.I. .	5,500	19	213.25	18	1
A. E. Liddell, Montreal, Que. ....	5,500	19	194.75	20	3
G. H. Gillespie, Kingston, Ont. ....	5,000	19	166.90	23	2
C. A. Crysdale, Vancouver, B.C. ....	5,000	22	272.30	10	3
H. B. McBain, Peterboro, Ont. ....	5,000	22	258.70	12	1
J. J. Gardiner, Smith's Falls, Ont. ....	5,000	22	178.65	21	5
R. R. Garvin, Smith's Falls, Ont. ....	5,000	22	166.20	24	2
J. C. Gass, Shubenacadie, N.S. ....	5,000	22	155.15	26	5
Col. A. Fraser, Quebec, Que. ....	5,000	22	160.75	25	2
N. D. Bell, Port Elgin, Ont. ....	5,000	22	153.00	27	1
J. P. Belanger, Sherbrooke, Que. ....	5,000	22	145.45	29	1

## Standing of the Agencies for June.

- |  |                           |
|--|---------------------------|
| 1. Head Office Agency.<br>Montreal, Que. | 12. Brockville, Ont.      |
| 3. Winnipeg, Man.                        | 13. Hamilton, Ont.        |
| 4. Vancouver, B.C.                       | 14. Charlottetown, P.E.I. |
| 5. Ottawa, Ont.                          | 15. Brantford, Ont.       |
| 6. Halifax, N.S.                         | Peterboro County, Ont.    |
| 7. Guelph, Ont.                          | 17. Brandon, Man.         |
| 8. Regina, Assa.                         | Port Hope, Ont.           |
| 9. London, Ont.                          | 19. Belleville, Ont.      |
| 10. St. John, N.B.                       | Port Arthur, Ont.         |
| 11. Kingston, Ont.                       | St. Catharines, Ont.      |
|  | West Indies.              |



## A Few Facts.

The above is the title of a new pamphlet, of which a copy is enclosed. It is thought that, setting forth, as it does, the strong features of the Imperial in a concise form, it should be a very valuable canvassing document. Write to your District Manager or the Home Office for a supply.

## Leaders of the Honor Roll for 1904.

January	Dr. D. Lowrey, Toronto, Ont.	\$14,500
February	A. Fraser, Quebec, Que.	16,000
March	S. P. Saunders, West Indies.	42,000
April	Rev. A. W. Ross, Portage la Prairie, Man.	19,000
May	R. W. Day, Edmonton, Alta.	18,000
June	Rev. A. W. Ross, Portage la Prairie, Man.	18,000

## An Abused Privilege.

It has come to our notice that a representative of another company is regularly supplied with the "Agents News" by one of our agents. As you will readily understand, this is a very confidential document, and for the private use of our representatives only. We devote considerable time and money to its publication, and send it to all our representatives for the sole purpose of keeping them thoroughly up-to-date on life assurance matters, and are, to say the least, surprised that our confidence should be abused by an Imperialite. We trust that this will not occur again.

## Notes.

We congratulate **Rev. A. W. Ross** upon leading the Honor Roll for the second time this year. Personal business is his strong point.

**Head Office Agency and Montreal** share the leadership this month, with **Winnipeg** a close third.

June Honor Roll is the largest this year. We would like to see it larger for July. There are a number of new names on the Honor Roll this month, among them many new agents.

**Montreal** has six places on the Honor Roll this month; **Head Office Agency** four; **Vancouver and Ottawa** three each.

**Mr. F. B. Springer, of Vancouver**, closed the half year splendidly. Congratulations, Mr. Springer.

**Mr. R. A. Aitkin's** business is the right kind. An average premium of over \$65 per \$1,000 indicates this.

It will be noticed that **Messrs. Wallace, Gardiner and Gass** are still all in the race. It is hard to say who will have the most places to his credit at the end of the year, especially as there are a number of representatives following just close behind.

**Ottawa** always holds fifth place. Manager **Wickware** knows how to produce the business every month.

**Mr. J. B. Cooke**, the Company's District Manager at Kingston, Ont., is taking a well earned holiday, having left for England last week. Mr. Cooke has represented the Imperial since it started to do business, and has made a splendid record for his agency. We wish him a pleasant voyage, and hope he will come back with renewed vigor to make a still better record.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 15

Published by the Imperial Life Assurance Co'y of Canada

(1-8-04)

## THE 1904 CONVENTION

AUGUST is Convention month. On August 9th our Central Canada representatives leave Toronto for a week's trip to Montreal. On August 16th our Eastern representatives meet at Charlottetown, P.E.I., for an outing. On August 24th our Western representatives meet at Banff. Those agents who do not qualify for the 1904 Convention will lose a great opportunity, not only to enjoy a pleasant trip, but to meet their brother field workers. By special request the time in which to qualify has been extended a few days. Will this enable you to secure your allotment?

## **The First Interview.**

Solicitors for life assurance frequently make the mistake of going at a man too easily at the first interview. There are few men who will not concede that life assurance is not only desirable, but absolutely necessary to the well-being of themselves and their families. With that much conceded, therefore, why give them a chance to defer making an application. An unproductive interview one day makes it all the harder for the next meeting, as meantime the party is thinking up arguments to postpone action and is preparing a line of objections for the agent to answer, all of which consumes time and gives opportunity to again put off the vital act on the plea of wanting more time to consider the subject. The agent on his first interview should go right to the point—the point being the kind and amount of policy needed. Don't stop and talk of the benefits of life assurance, they are well enough known. Don't talk other companies, they have agents of their own. Don't talk your own company, for if you had not faith in it you would not represent it. Talk on just the policy that man needs for his own particular case, and if you know your business you will have posted yourself beforehand on his means and prospects. Give him no loophole for argument and you will not be put off with excuses and a request to call another day. Let him see that you thoroughly understand what life assurance has to fit his requirements, and the application will in most cases be promptly forthcoming.

## **The Folly of Lapsing.**

We recently received the following letter ;

Stirling, June 14th, 1904.

To the Manager,

The Imperial Life Assurance Company,  
Toronto, Ont.

Dear Sir,

I have been requested by Mrs. Eleanor Lanktree to notify you of the death of her son William Spencer Lanktree, who was insured under Policy No. 1838, and who was drowned in Rink Rapids, Yukon Territory, last week. Please send claim papers which will be duly executed as soon as possible. An early reply will oblige.

Yours &c.,

W. S. Martin.

Mr. Lanktree insured his life with the Imperial in January, 1899, under Policy No. 1838. The premiums were not paid, and every effort was made to have him continue the policy in force. Letter after letter was despatched to him, but no notice was taken thereof. A circumstance of this character is regrettable, and tends to emphasize the great importance of continuing a policy once taken out in a first-class company. What a difference \$1,000 would have made to the mother of this young man, the failure to be benefitted by it only being occasioned, apparently, by indifference.



## First and Paramount—Absolute Security to Policyholders.

“Imperial Security” is one of the Imperialite’s best talking points in canvassing. It has been built up year by year upon a solid foundation until now it is unequalled by that of any other company. Security being one of the most important, if not the most important essentials of a sound life company, Imperialites have an unanswerable argument in favor of Imperial policies.

That the security afforded Imperial policyholders is unquestionable is evidenced by the following :

(1) Capital—One Million Dollars.

(2) Government Deposit—The Government Deposit of the Imperial Life is larger than that of any other Canadian life assurance company.

(3) Reserves—The Imperial Life maintains its entire policy reserves upon a  $3\frac{1}{2}\%$  and  $3\%$  interest basis, and in addition holds special reserves for suspended mortality, and the immediate payment of death claims. It was the first company in Canada to place its entire policy reserves upon a  $3\frac{1}{2}\%$  basis.

(4) Assets—The Imperial’s investments are all of the highest order and will bear the closest scrutiny.

The following table briefly summarizes this security :

Paid up Capital	- - - - -	\$ 450,000.00
Additional Subscribed Capital	- - -	550,000.00
Ordinary Reserves, according to Government Standard	- - - - -	1,294,058.00
Special Reserves maintained to conform to Company’s Standard	- - -	96,825.00
Additional Special Reserves maintained for Suspended Mortality and the immediate payment of Death Claims	- - -	37,754.00
Balance of Undivided Profits	- -	91,339.68
		<hr/>
		\$2,519,976.68

For every \$1.00 of liabilities to policyholders according to the Government Standard, the Imperial Life holds nearly \$2.00 of assets. Its surplus to policyholders according to this standard is \$1,225,918.68.

Remember always, that “Imperial Security” is absolute. No question can possibly be raised against it. “As safe as the Imperial” is a conclusive comparison.



## **Aggressiveness.**

To be successful in competition requires a thorough knowledge of the subject in question, and usually the best informed man wins, but even with this many people fail because they do not handle their argument properly. The "manner of argument" has much to do with success.

In life assurance competition the aggressive man always wins. He practically dictates the trend of the argument, and consequently starts off with a tremendous advantage. His competitor is immediately placed on the defensive, a position which, under the circumstances, can be occupied successfully by very few people.

Be aggressive! Do not habitually attack other companies when canvassing, as that will only lead to distrust on the part of your prospect, but when opposition is encountered, throw yourself into the fight at once. Convince your prospect of the Imperial's superiority *first*. If you are placed on the defensive your work will be much harder.

## **The Life Policy's Mission.**

Lives of great men all remind us,  
We can hustle like the deuce,  
And, departing, leave behind us,  
Ducats, for our widow's use.

Life is real, life is earnest,  
And if we are well insured,  
The stern sorrows of our parting,  
May much better be endured.

## **It Pays to Shew Appreciation.**

A bright life agent who secured some good business through the influence of one of his customers, recently wrote the following letter of acknowledgment. It was a graceful act on the part of the agent, and it was pleasing to the person who had freely allowed the agent the use of his name.

Dear Mr.—— I take pleasure in reporting to you that I have written two policies recently—largely through the influence of your good name. Mr. N—— has taken a nice policy; and Mr. H—— in R's office—your very warm recommendation secured his business to me.

Your letter in our booklet means quite a lot to me, and I again thank you for it, and express my willingness to reciprocate in any way in my power.

With best regards, I remain, yours truly.

This agent, since he wrote the above letter of acknowledgment, has had the pleasure of "reciprocating," by writing another policy for a good amount for the recipient of the letter, who sent his application unsolicited.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 16

Published by the Imperial Life Assurance Co'y of Canada

(15-8-04)

## Things in General.

Imperialites will be pleased to hear that the business for July, 1904, was more than twice as much as that for July, 1903, and the slight deficiency in our 1904 business as compared with 1903, has been practically made up. July was nearly a half-million month.

Just here, we wish to drop our Field Staff a hint. A competition has been planned for the balance of the year, dating from August 1st. Full particulars will be given in the next number of the "News"; but don't wait for that. The allotments will be pretty high, so everybody had better get to work right at once.

Nineteen hundred and four is going to be a banner year for the Imperial. Everything points that way. We want every Imperialite to do his share during the next five months by sending in good applications.

## Keep Your Mind Vitalized.

What you put into the business is yourself. All you need to do is to direct that self properly. Your thoughts are the directing power. Therefore, keep your mind vitalized with systematic and orderly thoughts. It would be silly to say that you could sit down and think of success, and have it come to you without doing anything to make it materialize, but it is demonstrably true that the condition and quality of your thoughts manifest themselves in your actions. If you let them run wild without effort to control them, you will soon find them wandering everywhere, in all directions, and arriving nowhere in particular. And the work you do will shew very plainly this slack management. You can just as well direct your thoughts in the proper channel and keep them under control.

Put success into your thoughts and the thought of success into your work, and success will be worked out in a material and orderly manner. There is nothing mysterious about it or unbelievable. It is merely the old principle, as old as the world, that like produces like. If you are all right your business will be all right. First make up your mind what you want. You must have an aim or you reap aimlessness. Keep your thoughts on what you want and intend to get. Put the intention of doing things into your work this month, and see how much more you find done at the end than last month, for instance, when you only feebly thought you would like to do them.

## Standing of the Agencies for July.

- |                        |                            |
|------------------------|----------------------------|
| 1. Head Office Agency. | 11. Guelph, Ont.           |
| 2. Montreal, Que.      | 12. Kingston, Ont.         |
| 3. Winnipeg, Man.      | 13. Brockville, Ont.       |
| 4. Vancouver, B.C.     | St. Catharines, Ont.       |
| 5. Ottawa, Ont.        | 15. Peterboro County, Ont. |
| 6. Halifax, N.S.       | Port Hope, Ont.            |
| 7. St. John, N.B.      | 17. Brantford, Ont.        |
| 8. London, Ont.        | 18. Charlottetown, P.E.I.  |
| 9. Hamilton, Ont.      | 19. Newfoundland.          |
| 10. Regina, Assa.      | 20. Peterboro City, Ont.   |

## New Appointments.

The following gentlemen have recently signed contracts :

- |                                |                                |
|--------------------------------|--------------------------------|
| C. Elvins, London, Ont.        | T. A. Kirvan, Toronto, Ont.    |
| W. Littler, Aurora, Ont.       | A. E. Scanlon, Bradford, Ont.  |
| J. B. Kaiser, Toronto, Ont.    | J. M. Lacey, Toronto, Ont.     |
| C. E. Kilborn, Winnipeg, Man.  | J. Purvis, Holyrood, Ont.      |
| T. J. Walrond, Woodstock, Ont. | R. J. Corson, Markham, Ont.    |
| S. Holland, Toronto, Ont.      | J. H. Price, Nicola Lake, B.C. |
| W. J. Shortt, Toronto, Ont.    |                                |

A hearty welcome is extended to these new Imperialites.

Mr. L. P. Flagler, of Brighton, is back with the Imperial again, after an absence of two or three months working for another company. He decided that the Imperial is alright.



## Honor Roll for July, 1904.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
Dr. D. Lowrey, Toronto, Ont. ....	35,500	1	1,543.30	2	5
J. S. Wallace, Winnipeg, Man. ....	31,000	2	999.55	3	6
W. H. Seymour, Hamilton, Ont. ....	18,000	3	1,657.05	1	4
J. A. Labelle, Joliette, Que. ....	18,000	3	563.05	4	3
C. M. Turner, Calgary, Alta. ....	14,000	5	482.85	9	1
J. P. Beaudoin, Montreal, Que. ....	12,000	6	554.70	5	5
J. W. Ney, Bracebridge, Ont. ....	12,000	6	491.10	8	1
Rev. A. W. Ross, Portage la Prairie ..	12,000	6	452.85	10	4
W. A. Gibson, Fredericton, N.B. ....	11,000	9	546.80	6	3
A. C. Champagne, Montreal, Que. ....	11,000	9	506.35	7	2
J. E. McCuaig, Ottawa, Ont. ....	10,000	11	387.05	11	3
C. L. Hanington, Dorchester, N.B. ..	9,000	12	284.10	15	2
R. W. Day, Edmonton, Alta. ....	8,000	13	303.55	13	4
G. H. Gillespie, Kingston, Ont. ....	8,000	13	238.35	21	3
T. M. Grover, Regina, Assa. ....	7,000	15	322.15	12	3
A. Duncan, Petrolia, Ont. ....	7,000	15	277.40	16	1
J. Cawley, Brockville, Ont. ....	7,000	15	256.25	18	3
J. C. Gass, Shubenacadie, N.S. ....	7,000	15	213.20	22	6
G. R. Hamilton, London, Ont. ....	6,500	19	270.10	17	3
W. D. Mills, Durham, Ont. ....	6,500	19	201.25	25	4
C. A. Armstrong, Truro, N.S. ....	6,000	21	298.20	14	5
H. M. Willox, Niagara Falls, Ont. ...	6,000	21	247.00	20	1
J. W. W. Stewart, Vancouver, B.C. ..	6,000	21	207.85	23	2
H. B. McBain, Peterboro', Ont. ....	6,000	21	200.80	26	2
E. S. Miller, Montreal, Que. ....	5,500	25	201.55	24	3
J. J. Gardiner, Smiths Falls, Ont. ....	5,500	25	160.00	30	6
W. G. Reburn, Toronto, Ont. ....	5,000	27	250.25	19	2
F. B. Springer, Vancouver, B.C. ....	5,000	27	198.10	27	4
J. L. Bellemer, Montreal, Que. ....	5,000	27	164.00	28	1
R. R. Garvin, Smiths Falls, Ont. ....	5,000	27	162.80	29	3
J. R. Jackson, Vancouver, B.C. ....	5,000	27	157.00	31	1
H. B. Andrews, Toronto, Ont. ....	5,000	27	154.80	32	4
S. R. Stewart, Brantford, Ont. ....	5,000	27	151.95	33	2
J. C. Baker, Halifax, N.S. ....	5,000	27	129.25	34	4

## Leaders of the Honor Roll for 1904.

January	Dr. D. Lowrey, Toronto, Ont.	\$14,500
February	A. Fraser, Montreal, Que.	16,000
March	S. P. Saunders, West Indies.	42,000
April	Rev. A. W. Ross, Portage la Prairie, Man.	19,000
May	R. W. Day, Edmonton, Alta.	18,000
June	Rev. A. W. Ross, Portage la Prairie, Man.	18,000
July	Dr. D. Lowrey, Toronto, Ont.	35,500

## Notes.

Everybody did so well during July that it seems hardly fair to mention particular names, but the records of **Dr. Lowrey, Mr. J. S. Wallace, and Mr. W. H. Seymour** stand head and shoulders above the rest. These gentlemen deserve our heartiest congratulations, and they have them.

July Honor Roll is the largest for eighteen months, and beats June, previously the largest this year, by five places.

**Montreal and Vancouver** each have five places this month ; **Head Office Agency**, four ; **Halifax and Ottawa**, three each.

**Head Office Agency** leads by a good margin this month ; **Montreal** leads well for second place, but the fight for third place was very close, **Winnipeg** winning by only \$3,000.

Did you ever stop to think that many an unsuccessful agent spends as much time at the work as the agent whose name is usually on the Honor Roll ? The difference in results is the difference in the quality of the work. The successful agent first learns what he can, from general sources, about his prospective applicant and then secures the signature after as few interviews as possible. The energy which some agents expend in a hap-hazard, profitless canvass of a great many men would, if properly directed in canvassing a few men, result in applications. Put business methods into your canvass, and your methods will bring you the business.

How many Imperialites can do this :—Mr. J. W. Ney, of Bracebridge, Ontario, writes on August 1st, “ Being the first day of the month, I went out to-day determined to write one person, and I wrote three. I never ask a man to promise me. I write him instead.” We prophesy a successful future in life assurance for Mr. Ney.

## New Forms.

The attention of Imperialites is particularly directed to our method of sending out new literature. A sample copy is sent to each agent, and he is instructed to write to his District Manager if he wishes a supply, otherwise they will not be sent to him. We are only too glad to supply you with all the literature you can use, but inasmuch as one pamphlet will appeal to an agent more than another, we have found this plan to be the most satisfactory.

## If at First You Don't Succeed.

The things that can't be done are growing fewer. Not so many years ago mile-a-minute trains were impossible. Now they are common, and we are confidently awaiting transportation at 200 miles an hour. If telegraphic messages can be sent across the world without wires, what is impossible ? If Mr. Tesla had said “ It can't be done,” he never would have done it. He never would have tried. Once upon a time a man wrote to his friend : “ I'm in a hole, and you've just got to help me out or I'm stuck.” The friend replied : “ Sorry I can't help, but if you're in a hole you can't get out of, I'm coming to see the hole—it must be a wonder.” Oh, yes. He got out. But according to all theory and reason he should not have been able to do it. It was one of the things that couldn't be done, and if he believed it couldn't—he wouldn't. If a thing looks as if it can't be done—look again. Try.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 17

Published by the Imperial Life Assurance Co'y of Canada

(1-9-04)

## September, 1904.

September 1st marks the beginning of a great activity in Imperial ranks—the first shot of the Fall Campaign,—and throughout the whole Dominion Imperialites will be contemplating the prospects of success. We have already gone into this very carefully at the Home Office, and it is our belief that the prospects for a record “Fall Campaign” were never before so bright.

It has been suggested, and we think very opportunely, that in order to start this Campaign in a strong and aggressive manner, the September record of each agency should be made the best of any month this year. Acting upon this, communication has been opened with our different Provincial and District Managers, with the object of achieving the desired result. At the end of the month a list of the successful agencies will be published in the *Agents News*.

**Every representative of the Imperial Life is therefore asked to take some share in the September Campaign so that his agency will be amongst the successful at the end of the month.**



## Canadian Money withdrawn for Foreign Investments.

In reference to the discussion which has recently taken place in the Montreal Witness respecting the investments of life assurance companies, and the practice of United States life assurance companies in investing their funds, the following statement setting forth the United States securities which United States companies have deposited at Ottawa, or have placed in the hands of Canadian trustees for the purpose of the reserve under their Canadian policies, has been taken from the Dominion Government Report on Insurance, issued for 1903. One of the most important points touched upon in the discussion is the practice of United States life companies taking the funds of their Canadian policyholders and investing them in United States securities, thus utilizing the money of Canadians for the purpose of building up and extending the cities, enterprises and industries of the United States. Canada can ill afford this, and inasmuch as all that is best in life assurance can be obtained from Canadian life companies, is it not a poor business policy for Canadians to build up the institutions of a foreign country to the detriment of our own?

### NEW YORK LIFE INSURANCE COMPANY.

	Market Value.
Commonwealth of Massachusetts, 1939.....	\$ 818,300.00
West Shore R.R. 4% bonds, 2361.....	799,200.00
Chicago & Northwestern, general gold bonds, 3½% of 1987 ...	1,040,000.00
Union Pacific Ry. and L.G., 1st, 4's, 1947 .....	618,000.00
Chicago, Mil. & St. Paul, general, 3½'s, 1989.....	660,000.00
Commonwealth of Massachusetts, 1939. ....	661,500.00
	<hr/>
	\$4,597,000.00

### EQUITABLE LIFE ASSURANCE SOCIETY.

	Market Value.
U.S. bonds, 4%.....	\$ 520,125.00
Mercantile Trust Stock .....	5,778,000.00
St. Paul, Minn. & Manitoba, 4½% stock.....	551,250.00
	<hr/>
	\$6,849,375.00

### MUTUAL LIFE ASSURANCE COMPANY OF NEW YORK.

	Market Value.
Guaranty Trust Company of New York, stock.....	\$1,800,000.00
United States Mortgage & Trust Company, New York, stock..	1,200,000.00
National Bank of Commerce, stock .....	300,000.00
	<hr/>
	\$3,300,000.00

Connecticut Mutual Life Insurance Company has a reserve fund under its Canadian policies amounting to \$773,653. It has invested in Canadian securities, \$111,500.

The Northwestern Mutual Life Assurance Co. has deposited \$135,333.33 with the Receiver-General, made up of United States bonds.

The Phoenix Mutual Life Assurance Company has a reserve fund under its Canadian policies amounting to \$275,000. It has invested \$134,947.60 in Canadian securities.

### **Life Assurance Collateral.**

The enclosed pamphlet entitled "Life Assurance Collateral" has been sent to the manager of every bank in Canada, with a letter to the effect that we will be pleased to enter into arrangements with him to furnish such life assurance collateral as he may require. It contains some splendid arguments in favor of "business" assurance, and will, we expect, prove a valuable canvassing document. Will you kindly follow this campaign up by interviewing as many bankers in your district as possible, and endeavor to secure their influence for the benefit of the Imperial. It is hoped that this will prove of material assistance to you in increasing the Company's business at your agency.

### **The Employment of Medical Examiners.**

The rules summarized below are given in full in the Company's "Rules and Instructions to Agents," Sections 39-46. It frequently happens that the issuance of a policy is needlessly delayed on account of the negligence of the agent in observing these rules, in fact, probably more applications are deferred for this than for any other cause. The agents of the Imperial Life should be alert to the advantages of promptness in delivering their policies and absolutely the only method of insuring such promptness is by following implicitly the following instructions :—

- (1). If possible, the Company's appointed Examiner must always be employed.
- (2). If the Company's Examiner is sick, away from home, etc., so that it is necessary to employ another examiner, the Agent should (a) have the Doctor fill out form 7 and forward same along with application, and (b) write a letter to Head Office explaining why it was impossible to employ the regular examiner.
- (3). Where the Company has no appointed examiner, have form 7 completed by the Doctor whom you have chosen and forward same along with application.

## **The American Legion of Honor in the hands of a Receiver.**

The Massachusetts Supreme Court has appointed Attorney Henry A. Wyman receiver of the Supreme Council of the American Legion of Honor. Attorney-General Parker asked for the receivership at the instance of Insurance Commissioner Cutting, on the ground that the condition of the concern was such as to render its continuance in business hazardous to the public.

The receivership was not opposed by the corporation, as for some time it has been apparent to the supreme council that the corporation could not continue much longer, owing to the drop in membership in recent years.

It was incorporated in 1879, and in 1890 it reached high water mark with a total membership of 62,574. On December 31, 1903, its roll had decreased to 4049, and at the present time it is estimated by the officers of the corporation that the total membership does not exceed 3400.

Some time ago the death benefits were reduced from a maximum of \$5,000 to \$2,000. This met with great opposition in all parts of the country, notably in Texas, where suits for damages because of the reduction were upheld. Besides these suits many suits for death benefits have been brought, and the corporation has been compelled to deposit surety bonds to the amount of \$82,454 for judgments in appeal cases in other States.

On June 23, suits amounting in the aggregate to \$237,000 were pending against the company, and it made a requisition upon the Insurance Commissioner to take \$111,000 from its emergency fund. Before approving this, Commissioner Cutting ordered the company to submit a supplementary report of its assets and liabilities. From that report it was seen that the liabilities exceeded the assets by \$10,000. Later on the Commissioner was informed by the officers of the Company that suits had been brought against it amounting to \$300,000.

The receivership for the American Legion of Honor marks the downfall of what was once the most prosperous of the fraternal organizations. In its efforts to furnish "cheap insurance" thousands of persons have been victimized and are now left without insurance. Its downfall is attributable to the utter fallacy of the plan on which it attempted to do business.

## **What the Widow Received.**

A very common obstacle met with in canvassing, and one which it is hard to understand, is the objection of the wife to life assurance. One would think that, being for her benefit, she would be its strongest supporter, but the fact remains that applications which would otherwise be secured are lost on this account. The enclosed pamphlet has been issued to assist Imperialites on this point, and a supply will be promptly forwarded upon application to your District Manager.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 18

Published by the Imperial Life Assurance Co'y of Canada

(15-9-04)

## "BEAT YOUR BEST RECORD."

In every profession, in every business, and in every undertaking in life, aggressiveness is the ruling spirit which assures success. The men who are always striving for something better, something greater than they have yet accomplished, are the ones who will in future years be pointed to as "Captains of Industry." You can't stand still in this world—it is either progress or retrogression.

September was set aside as a month in which each agency should "beat its best record." This, of course, can only be accomplished by each agent beating his own best record, and if one man in an agency cannot rise to the occasion, it makes the work of the others so much harder.

How many Imperialites are beating their best record this month? Some are—many are—but again there are others who at the present rate will fall far short of the desired amount. Imperialities whom we counted upon for a large number of applications during September have not yet met our expectations.

There is still one-half of the month left for business. Much can be accomplished in that time if "the spirit is willing." **Let us have an aggressive and enthusiastic campaign in every agency for the balance of the month, so that September will "beat our best record."**

## Notes.

**Montreal Agency** comes out strong on the August Honor Roll with five places, including the first two, and also leads in the "Standing." **Messrs. Beaudoin and Champagne** are to be congratulated upon their success.

**Messrs. Gass and Gardiner** are the "Fathers of the Honor Roll" now, each with seven times to his credit. This is a splendid record and one which is worth maintaining to the end of the year.

**Mr. C. A. Crysdale, of Vancouver, B.C.** is a successful Imperialite. His business always carries a high premium rate.

## A Conservative Business View.

The form of contract whereby, on the policy becoming due, the proceeds are to be paid in a specified number of instalments, instead of in a lump sum, especially appeals to many conservative men. The ordinary beneficiary has little knowledge of business affairs and the care and management of estates, and for this reason, this form of contract relieves a beneficiary of a good deal of care and anxiety—and ensures the annual payment of a fixed amount. It also avoids the risk and expense involved in the appointment of a trustee.

## Suicide Hazard as a Life Underwriting Problem.

We believe that American Life underwriters have had enough experience within the past year or two to convince them that they are confronted with a new and serious hazard, namely, the disposition of men of large affairs, when confronted by business disaster, to commit suicide for the benefit of their creditors and families.

The most recent incident, and to us the most striking, is the suicide of **R. H. Plant, of Macon, Ga.,** a banker. Mr. Plant had at one time a substantial income and lived in "splendid style." He was a director and stockholder in many enterprises, and became deeply involved in financial obligations which he could not meet. At the time of his death his liabilities amounted to \$2,243,000, his assets to \$1,399,000, a deficit of \$844,000. He had a life insurance of \$1,018,000, on which he was paying premiums aggregating annually about \$45,000.

Faced with financial failure if he lived, Mr. Plant determined to take his life, the insurance which he would realize as a consequence being sufficient to cover the deficit, and at the same time provide a comfortable fortune for his family. Almost one-half of the insurance, \$503,000, was carried by a single company, the New York Life.

None of the policies issued by the New York Life contained a suicide clause, but were free from all restrictions. But, in our opinion, the issuance by the New York Life of a contract without the suicide clause, and the wide advertisement of the fact, has done more to direct the attention of business men, weighed down with financial responsibilities, to the use of life insurance as a means by which their honor, if not their lives, can be saved, than any other single factor in the situation.—*Journal of Insurance Economics.*



## Leaders of the Honor Roll for 1904.

January	Dr. D. Lowrey, Toronto, Ont.	\$14,500
February	A. Fraser, Montreal, Que.	16,000
March	S. P. Saunders, West Indies.	42,000
April	Rev. A. W. Ross, Portage la Prairie, Man.	19,000
May	R. W. Day, Edmonton, Alta.	18,000
June	Rev. A. W. Ross, Portage la Prairie, Man.	18,000
July	Dr. D. Lowrey, Toronto, Ont.	35,500
August	J. P. Beaudoin, Montreal, Que.	16,500
	A. C. Champagne, Montreal, Que.	16,500

## Honor Roll for August.

The Honor Roll records the monthly new business of the representatives who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent's name has appeared on the honor roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
J. P. Beaudoin, Montreal, Que.....	16,500	1	882.00	2	6
A. C. Champagne, Montreal, Que....	16,500	1	882.00	2	3
Rev. A. W. Ross, Portage la Prairie ..	16,000	3	548.05	4	5
W. A. Gibson, Fredericton, N.B. ....	14,000	4	980.20	1	4
J. W. Ney, Bracebridge, Ont. ....	11,000	5	397.25	7	2
T. M. Grover, Regina, Assa.....	10,500	6	434.45	5	4
J. C. Gass, Shubenacadie, N.S.....	10,500	6	365.25	8	7
T. C. Babb, Sydney, Man. ....	9,000	8	291.55	12	1
H. R. Gray, Montreal, Que.....	8,500	9	332.15	10	1
J. H. Laughton, Park Hill, Ont. ....	8,500	9	298.95	11	1
W. G. Morrow, Peterboro, Ont.....	8,000	11	275.00	15	3
C. A. Crysdale, Vancouver, B. C. ....	7,000	12	423.10	6	4
J. A. Labelle, Joliette, Que.....	7,000	12	276.90	14	4
J. W. Glenwright, Winnipeg, Man....	7,000	12	253.40	16	4
T. J. Macabe, Toronto.....	7,000	12	212.05	18	1
W. H. Seymour, Hamilton, Ont. ....	7,000	12	198.25	19	5
C. M. Turner, Calgary, Alta.....	6,000	17	282.10	13	2
Dr. D. Lowrey, Toronto, Ont.....	6,000	17	246.75	17	6
J. E. McCuaig, Ottawa, Ont. ....	6,000	17	193.75	20	4
A. E. Liddell, Montreal, Que.....	6,000	17	182.95	21	4
W. G. Reburn, Toronto, Ont.....	5,000	21	359.25	9	3
J. J. Gardiner, Smiths Falls, Ont ....	5,000	21	171.00	22	7
G. H. Gillespie, Kingston, Ont. ....	5,000	21	168.45	23	4



## Standing of the Agencies for August.

- |                        |                           |
|------------------------|---------------------------|
| 1. Montreal, Que.      | 10. Guelph, Ont.          |
| 2. Head Office Agency. | 11. Hamilton, Ont.        |
| 3. Winnipeg, Man.      | 12. Peterboro City, Ont.  |
| 4. Vancouver, B.C.     | 13. Kingston, Ont.        |
| 5. Halifax, N.S.       | 14. Brockville, Ont.      |
| 6. Ottawa, Ont.        | 15. Port Hope, Ont.       |
| 7. London, Ont.        | 16. Charlottetown, P.E.I. |
| 8. St. John, N.B.      | 17. St. Catharines, Ont.  |
| 9. Regina, Assa.       |                           |
- 

## **THE OTHER FELLOW'S JOB.**

There's a craze among us mortals that is cruel hard to name,  
Whereso'er you find a human you will find the case the same;  
You may seek among the worst of men or seek among the best,  
And you'll find that every person is precisely like the rest;  
Each believes that his real calling is along some other line  
Than the one at which he's working—Take for instance, yours and mine;  
From the meanest "me-too" creature to the leader of the mob,  
There's a universal craving for "the other fellow's job."

There are millions of positions in the busy world to-day,  
Each a drudge to him who holds it but to him who doesn't, play;  
Every farmer's broken-hearted that in youth he missed his call,  
While that same unhappy farmer is the envy of us all.  
Any task you care to mention seems a vastly better lot  
Than the one especial something which you happen to have got.  
There's but one sure way to smother Envy's heartache and her sob;  
Keep too busy at your own to want "the other fellow's job."

## September's Business.

The September business to date is ahead of the business for the first half of last September. This is a very gratifying feature, especially as the business for the past few months has shown a steady increase over last year. The 1904 business will undoubtedly make a record, and we want every agency to make a record at the same time. Keep this before you for the balance of 1904.

## Life Assurance Collateral.

Nearly every day we are receiving a number of replies to our circular letter to Bank Managers, pointing out the value of Life Assurance Collateral. They indicate that a large field has been opened up for the Imperial in this direction, which only requires a careful and persistent canvass to make it yield splendid results. If every Imperialite will keep in close touch with the Bank Managers in his territory he will undoubtedly be able to largely increase his business during the balance of the year.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 19

Published by the Imperial Life Assurance Co'y of Canada

(1-10-04)

## THE FINAL CAMPAIGN Is to be a Daily Campaign

**THREE MONTHS—OR 13 WEEKS, OR 79 WORKING DAYS**

The final campaign for 1904 is upon us. We have entered upon that month of the year which the field man prizes as one of the three greatest business producing months in the calendar. October has always produced a very large volume of business. It is the month when the field man pushes forward with renewed energy, with invincible strength, and with the determination to secure the volume which he has pledged himself to obtain. Every Imperialite knows that the business is to be had, and he, therefore, plans his daily campaign with the one aim of reaching his goal.

Let us not overlook the fact that our work from now until the 31st December, 1904, must be accomplished day by day. It would be folly—yea madness, to attempt a week's work in a day, a month's work in a week, or the work of our three months' final campaign in a single month. To win, we must make each day produce its own quota, so that as the days pass, as the weeks pass, as the final month of 1904 passes, we will have accomplished what we aimed for.

Three months! 13 weeks! 79 working days more! The 1st of October is one of these days, the first seven days of October constitute one of these weeks. What do you say, Mr. Imperialite, are they to be fertile or sterile?

T.B.



## **The New Canvassing Book**

By concurrent mail I send you a copy of the new Canvassing Book, just received from the binders. In doing so I invite your special attention to the introductory remarks contained on page 2, and to the concluding remarks contained on page 84.

*Knowledge, backed up with enthusiasm* in the cause of the Imperial Life, are the two greatest powers to success and achievement. I ask your earnest and careful attention to each article contained in this book; do not merely read them but *get to know them*. Let them become part of your assurance knowledge; let them become part of your daily talk and conversation. If you do so, you will find strength added to strength in the presentation of all that is best in life assurance.

This canvassing book is intended to be a suitable mate to your Manual. Just as you find it absolutely essential to carry your Manual, so should you carry your canvassing book. It has been especially brought out at this time of the year to give you a helping hand in the great Final campaign which is now being waged.

Go at your work day in and day out with method and determination; utilize this highly ingenious tool which we have provided you with; back up your knowledge with enthusiasm, and results must follow. T. B.

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## **Have You Secured Three-fourths of Your Quota?**

"I suppose you are particularly busy hustling business at the close of the year?" was the enquiry directed at one of the most successful life agents last December.

"Not particularly so," was the reply. "I never wait until the close of the year to make up my quota. It's up!"

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## **The Golden Opportunity**

There are still three months or thirteen weeks or 79 working days in which to make up for mis-spent or mis-directed energies during the earlier days of 1904. Those who start now and try with determination to make it worth while will find themselves on "Easy Street" yet. Instead of excuses for not being up they will receive congratulations, and experience the inward satisfaction that is the best reward of all.

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Mr. S. P. Saunders, the Imperial's successful Manager for the British West Indies, has just left for his regular field; he is accompanied this time by Mr. S. J. Mackie, of the Home Office staff. These gentlemen may be counted upon to keep the Imperial and its record prominently before the people of one of the Imperial's ever-enlarging fields.



## Enquiry and Instruction

Under this heading will appear answers to enquiries from Imperial Life Agents respecting field work, competition, etc. Also instruction respecting the Company's practice in dealing with matters of general interest to its policyholders, agents, office assistants, etc.

1. **Letter Writing.** In a business letter you should talk business. You should get right at the matter in mind, and express your thoughts briefly and clearly. You should observe the laws of courtesy, and assume in your correspondence the possession of intelligence and of good intention, if the letter should concern matters controversial. Never put into writing the moment's displeasure, or hasty words which must be read in "cold blood" at a distance from the place and the moment. One cannot write well about a subject of which he is ignorant—either in or out of business. Hence it is that we should get posted concerning all sides of a matter which we have to enter into by correspondence.

Positive statements entirely within the facts, couched in polite terms, without exaggeration of either dignity or its opposite, are in proper taste. Probably the most noticeably bad thing about a bad letter is its bad appearance. Always observe extreme neatness in writing. It pays to re-write a dozen times, if necessary, to secure a clean appearance. A verbose man writes a long rambling letter, while the modest, thoughtful man will be brief and always within bounds in his statements.

2. **Notes should mature prior to 25th December.** From now until the close of the year, when it is found necessary to take notes for premiums, the due date of such notes should not be later than the 25th December. The Head Office is desirous of making 1904 a record year in cash premium income. This can only be done by each agent strictly following out the suggestion now made.

3. **Short Dated Notes versus Long Dated Notes.** The experience of the Imperial Life founded on a record of seven years, has abundantly proven that notes taken for a short period are more generally paid and more promptly met than notes taken for a long period. Apart from the actual experience of this Company, it stands to reason that the foregoing result would follow. It is always in the interest of the agent as well as in that of the Company, that if a note is to be taken for a premium, it should be for as short a period as possible. The wise agent learns and profits by experience.

4. **Renewing of Notes Absolutely Discontinued.** Hereafter the following rule No. 25, which will be found on page 6 of the Manual of Rules and Instructions for the guidance of Agents of the Imperial Life, will be enforced in every instance. Our representatives are therefore warned that under no circumstances whatever will a renewal note be entertained or accepted. The rule referred to is: **The Company will not entertain a proposal for the renewal of a note, and the Agent must impress upon the applicant (or policyholder) clearly and unmistakably that a note signed by him must be paid promptly at maturity.**

## Advertising.

Imperialites who are planning to get their full share of the business to be written during October, November and December—the harvest months in life assurance—should not overlook the part which advertising can play in their success. The last three months of the year not only produce the largest amount of business, but also give the greatest returns for advertising. Perhaps the chief value of life assurance advertising is that it keeps the company's name before the public. Each Imperialite can get from advertising the additional advantage of keeping his own name before the people whom he is canvassing.

For almost a year the Home Office has made a specialty of short reading notices. These have caused much favorable comment, and several other assurance companies have followed the Imperial's lead. This form of advertising has two great advantages. A reading notice can be inserted oftener for the same cost than the larger display advertisement. The reading notice being short stands more chance of being read every time than a larger advertisement does. Imperialites working outside of the larger cities can conduct a strong advertising campaign at small cost by inserting a reading notice in each issue of the local paper.

Some Imperialites who are convinced of the value of such a campaign may raise the objection that it takes time to properly conduct it. The Home Office will gladly supply suitable copy for any Imperialite, and as enough copy for a month or more can be given to the paper at once, the time necessary to make first arrangements with the paper is all that is required.

Find out the cost of a fall advertising campaign in your local paper and then decide whether it would not be well to have your name and the Company's name before your prospects till the end of the year. The following are samples of the reading notices which are keeping the Imperial and its representatives before the insuring public :

### **THE IMPERIAL LIFE.**

Your home is insured against fire, which may never harm it. Is your earning power, which is sure to cease, protected by an Imperial Life policy? A. S. WICKWARE, District Manager, 58 Sparks St., Ottawa, Ont.

### **THE IMPERIAL LIFE.**

The motto of the Imperial Life is "First and paramount—absolute security to policyholders." On this principle as a basis, the Imperial Life has built a record unequalled in Canadian life assurance. Apply to J. W. W. Stewart, Provincial Manager, Vancouver, B.C.

### **THE IMPERIAL LIFE**

An Imperial policy contract permits the payment of the premiums when you can best spare them, and pays the full value of the policy when your need, or that of your dependents, is greatest. Write to J. S. WALLACE, Provincial Manager, Winnipeg, Man.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 20

Published by the Imperial Life Assurance Co'y of Canada

(15-10-04)

## THE OCTOBER HONOR ROLL.

September's business closed well ahead of the business for September, 1903. October promises to be a "Banner Month," and consequently the October Honor Roll will be large and places will be keenly contested. The Executive wants to see nothing but the Honor Roll on page three of the AGENTS' NEWS for November 15th. To accomplish this will require the best efforts of all Imperialites.

With reference to the Honor Roll, Imperialites may be divided into three classes. First come those who almost every month "secure acceptable applications" for an amount well above the minimum—\$5,000. With these representatives the question is not "Can I get on the Honor Roll?" but, "How close to first place can I come?" To these our word is, **"Make the October race for position keener than ever before."** Next come a great many representatives who are not quite sure of their ability to write the necessary \$5,000 of business; sometimes their names are on the Roll, oftener they are not. To all of these we would say, **"Make sure of a place in October among the other successful ones."** A little more effort will make you sure of a place about which you are now only hopeful." Lastly come those who consider that, for them, getting on the Honor Roll is simply an impossibility. For these our advice is, **"Make the effort of your life to close at least \$5,000 business in October. Keep before you the idea that you are going to secure a place on the October Honor Roll and work faithfully towards that end."**

T. B.



## Standing of the Agencies for September.

- |                         |                           |
|-------------------------|---------------------------|
| 1. Head Office Agency.  | 13. Charlottetown, P.E.I. |
| 2. Montreal, Que.       | 14. Port Hope, Ont.       |
| 3. London, Ont.         | 15. Kingston, Ont.        |
| 4. Vancouver, B.C.      | Brandon, Man.             |
| 5. Central Nova Scotia. | 17. West Indies.          |
| 6. Ottawa, Ont.         | 18. Belleville, Ont.      |
| 7. St. John, N.B.       | Brockville, Ont.          |
| 8. Regina, N.W.T.       | Hamilton, Ont.            |
| 9. Halifax, N.S.        | 21. Brantford, Ont.       |
| 10. Winnipeg, Man.      | Peterboro City.           |
| 11. Peterboro County.   | 23. Brighton, Ont.        |
| 12. Guelph, Ont.        |                           |

## Leaders of the Honor Roll for 1904.

January	..... Dr. D. Lowrey, Toronto, Ont.	\$14,500
February	..... A. Fraser, Montreal, Que.	16,000
March	..... S. P. Saunders, West Indies	42,000
April	..... Rev. A. W. Ross, Portage la Prairie, Man.	19,000
May	..... R. W. Day, Edmonton, Alta.	18,000
June	..... Rev. A. W. Ross, Portage la Prairie, Man.	18,000
July	..... Dr. D. Lowrey, Toronto, Ont.	35,500
August	..... J. P. Beaudoin, Montreal, Que.	16,500
	..... A. C. Champagne, Montreal, Que.	16,500
September	..... J. H. Macabe, Toronto, Ont.	15,000

## Renewal of Notes.

The action of the Head Office in strictly enforcing Rule No. 25, on page 6 of the Manual of Rules and Instructions to Agents has been received, generally, with approval by Imperialites, as most of them have realized that the adherence to the rule is as much in their interests as in that of the Company. Their time is saved, fewer details are necessary and commissions are more promptly realized. The Head Office has found it necessary to return in some instances renewal notes which have been taken since intimation that Rule No. 25 referred to would be strictly enforced. The cases, however, are comparatively few, and it is hoped that hereafter no occasion will be given to take similar action. We thank our representatives for the hearty and spontaneous manner in which they have caught the spirit of the Head Office suggestion, and for the very general compliance therewith.

The attention of Imperialites is specially directed to Rule No. 36, page 9 of the Manual of Rules and Instructions to Agents, which reads as follows:—

“An Agent has no authority to allow a receipt for a premium not settled within the month's grace, or a premium note not paid at its due date, to pass out of his possession (except to return it to Head Office) without the consent of the Company. Under no circumstances may this regulation be violated.”

This rule, we have found, has sometimes not been strictly followed, but now that attention has been directed to it, it will be expected that it will be strictly carried out.

WAINWRIGHT, SON &amp; CO

CHARTERED ACCOUNTANTS, LAND SURVEYORS.  
ESTATE & INSURANCE AGENTS & VALUERS.

LETTERS TO BE ADDRESSED

23, Delamere Street,

Ashton-under-Lyne

17<sup>th</sup> Sept 1904The Imperial Assurance Coy of Canada  
Toronto  
Canada

Sent?

re Wm Lunt dec'd of Basseboer, St Kitts, B.W.I.

I am obliged for your letter notifying me that your cheque for \$5000 had been sent to your Agent in St Kitts. I am glad to say that the cheque has now been received here from Mr. W. Douglas Gordon the Attorney for the Executors.

I beg to tender on behalf of my family myself our very sincere thanks for the way in which you have met this claim. Although it has seemed a long time since my brother died the delay has not been through any fault of yours but entirely due to the delay in establishing title owing to the parties interested being so scattered. Nothing could have exceeded your promptitude in settling up the matter when title was established.

I wish you all success & trust that you may be more fortunate in your "lives" than has been the case with that of my brother.

Yours faithfully  
Walter Lunt

The above unsolicited letter has been received at the Head Office and we take pleasure in bringing it to the attention of the field staff. This is given as a supplement in order that our representatives who will wish to carry it in their instruction books may not need to cut into their copy of the News.

Imperialites will at once recognize the value of this supplement as canvassing material. The greatest merit that any institution can claim is that it gives satisfaction to those who have dealings with it. The above letter goes to show that the Imperial's method of doing business, and also the standing of the Company, are appreciated by the insuring public.





## Notes.

**Head Office Agency** has again taken the lead in the standing of the Agencies. Montreal made a close run and again has five places on the Honor Roll to its credit.

**Messrs. Gass and Gardiner** still keep up the race for the greatest number of times on the Honor Roll. There promises to be an exciting finish.

**Mr. J. H. Macabe** has begun a strong fall campaign by leading the September Honor Roll. It is interesting to recall that the leadership of the September, 1903, Honor Roll, also went to Mr. Macabe.

## Honor Roll for September.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll.
J. H. Macabe, Toronto.....	15,000	1	437.40	3	3
Dr. D. Lowrey, Toronto.....	9,500	2	369.40	7	7
J. C. Gass, Shubenacadie, N.S. ....	9,000	3	317.65	9	8
C. M. Turner, Calgary, Alta. ....	9,000	3	331.40	8	3
J. P. Beaudoin, Montreal, Que. ....	8,500	5	553.10	1	7
A. C. Champagne, Montreal, Que. ....	8,500	5	553.10	1	4
T. M. Grover, Regina, Assa. ....	8,500	5	371.25	6	5
H. L. Grant, Woodstock, N.B. ....	8,500	5	304.55	10	2
D. N. Sinclair, Sarnia, Ont. ....	8,000	9	382.35	5	1
J. C. Baker, Halifax, N.S. ....	7,500	10	222.10	14	5
H. B. McBain, Peterboro, Ont. ....	7,000	11	284.60	11	3
R. E. Verge, Halifax, N.S. ....	6,500	12	208.05	16	4
C. Elvins, London, Ont. ....	6,500	12	244.95	13	1
Col. A. Fraser, Montreal, Que. ....	6,000	14	431.50	4	3
Labelle & Co., Joliette, Que. ....	6,000	14	209.65	15	5
J. W. Glenwright, Winnipeg, Man. ....	6,000	14	190.20	18	5
J. W. Ney, Bracebridge, Ont. ....	5,500	17	247.60	12	3
J. E. McCuaig, Ottawa, Ont. ....	5,500	17	141.60	24	5
A. A. Bartlett, Charlottetown, P.E.I. ....	5,000	19	191.00	17	2
J. B. Belanger, Sherbrooke, Que. ....	5,000	19	145.90	23	2
J. J. Gardiner, Smith's Falls, Ont. ....	5,000	19	163.95	19	8
J. W. W. Stewart, Vancouver, B.C. ....	5,000	19	160.50	20	3
F. B. Springer, Vancouver, B.C. ....	5,000	19	159.50	21	5
R. R. Garvin, Smith's Falls, Ont. ....	5,000	19	155.50	22	4

## The New Canvassing Book.

The number of expressions of satisfaction which we have received from our representatives regarding this work lead us to believe that it will prove, perhaps, the greatest canvassing aid that has ever been put in the hands of Imperialites. The work has been compiled with very great care, much trouble, and no little expense; its main object has been to give to Imperialites an encyclopædia of information concerning the Company, its contracts, its plans, and life assurance in general, that will enable them to go forward bravely, courageously, without fear of competition or any other circumstance. Imperialites, however, must catch the spirit of the matter contained in it, and utilize it with all the enthusiasm and all the power that they can sum up. The Canvassing Book should always find a place in the inside coat pocket next the Manual, and be freely utilized in canvassing and in competition. We are hoping to see some effects from it in the October business.

Our Manager for New Brunswick writes as follows concerning the new canvassing book :—

ST. JOHN, N.B., Oct. 4th, '04.

T. BRADSHAW, ESQ.,  
Sec'y Imperial Life Ass'ce Co.,  
Toronto, Ont.

### *Re* CANVASSING BOOK.

DEAR SIR,—I want to thank you heartily for the canvassing book just received. This cannot fail to be a source of great strength to every canvasser in the field, no matter what his knowledge of life insurance may be, or how long he has been in the business, and the Imperial Life is certainly to be congratulated on the showing it is able to make in the columns of the Government blue-book in comparison with the other companies.

The statement on page seven showing the net surplus in the seventh report is one of the most effectual weapons in the hands of Imperial workers, and I want to say that I personally appreciate the book very much.

Yours very truly,

A. McN. SHAW,  
*Provincial Manager.*

THRIFT is a virtue, not a habit. A thrifty person is the one who subordinates the idea of saving to that of becoming independent. Saving for the sake of saving tends to penuriousness. Directed to worthy ends it becomes thrift.

It is a truism that "interest money consumes the debtor." In life insurance it is made to work for you and compound itself as in the Savings Bank. It makes the "life insurance dollar the most effective dollar." If you want, therefore, to make your dollar "spend well," buy a policy of life insurance in the Imperial Life—the greatest safeguard against life's rainy days.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 21

Published by the Imperial Life Assurance Co'y of Canada

(I-II-04)

## NOVEMBER—DECEMBER

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**INDIVIDUAL RECORDS WILL MAKE A RECORD FOR THE  
COMPANY.**

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The last two months of the year are acknowledged to be the best for the life assurance solicitor, and everything points to a successful Imperial campaign in November and December, 1904.

Each of the 300 Imperialites is counted upon to make a record for himself so that December 31st may find the Imperial well up in the front rank of Canadian companies. Let us keep this thought before us for the rest of the year—individual records will make a record for the Company.

Never before have there been so many reasons in favor of Imperial policies, and never before has the Company numbered such a strong and united field-staff. All that is required is hard, intelligent work, all along the line. Put your best efforts into the work for November and December and your success, which will also be the success of the Company, is certain.

T. B.



## **Prompt and Satisfactory Settlement.**

PARKHILL, Oct. 18th, 1904.

*T. Bradshaw, Esq.,*

*Sec'y Imperial Life Assurance Co., Toronto :*

DEAR SIR,—I am in receipt to-day, through your Agent, Mr. J. H. Laughton, of Parkhill, of your check in settlement of claim of \$1,000 under Policy 12,863, on the life of my late son, Simon Cameron. To show how uncertain is life, I may say that my son only took out this policy in June of this year, being then in perfect health and with every prospect of living the full term of the policy, twenty years. But in the railway accident at Eastwood last month, he unfortunately lost his life.

This is certainly a striking example of the advisability of securing while in good health a policy of life insurance in a progressive Company like the Imperial Life, besides being one of the best ways for young men to invest their earnings.

I also wish to thank you for the promptness with which you have settled the claim, the check having practically been received by first mail after proofs of death were forwarded to the head office, and for the exceeding kindness of your agent, Mr. J. H. Laughton, who looked after every detail in connection with our very severe affliction.

Yours truly,

MAGGIE CAMERON.

The man who says, "I will not insure my life—I will take chances on living," is simply gambling. The term of life is not computable, for there is no law of mortality which governs the life of a *single* individual. The combining of a large number of lives brings regularity of duration, with respect to the whole, out of irregularity with respect to the individual, and that is all it does.

## **Assessment Insurance.**

Slowly, but surely, the business of assessment assurance goes down to extinction here. Readers of THE CHRONICLE will be conversant with the recent details of the undoing here of the Mutual Reserve Life, late the Mutual Reserve Fund. Another step is taken this week with the energetic H. S. Foster behind it. A representative body of policyholders has been formed, and a very bellicose circular has been issued to all get-at-able present and past policyholders of the association.

Prominently outstanding is the advice that no further premiums should be paid to the association under any circumstances. Details of the sensational evidence before the House of Lords are given. For example, Mr. Stone, comptroller of the Company here, admitted, under cross-examination : First, that policyholders were under unlimited liability, not only to the amount of their maximum at attained age, but to any extent required by the mortality claims, and that this was the ground of the special calls already made since January,

1901 ; and, second, that notwithstanding this a so-called "lien" had been created by an alteration of the by-laws in New York on all policies, on the ground of insufficient premiums in the past, and that the lien had the effect of largely reducing the amount payable under the policy in the event of death ; so that on a policy, for example, of \$5,000, the company contends that only about \$3,500 is payable.

The circular further points out that policyholders who have been deceived by the "tricky document" of the Company are entitled to a return of their premiums with interest and a revision of their contracts. Even those who have been driven out of the association by the raising of their premiums, and by special calls (coupled as they were with threats of forfeiture), are equally entitled to recover the moneys paid by them under misrepresentation as to the nature of the policy they would receive.

The committee have engaged the services of a legal firm and holds itself ready to help all past and present holders of policies who may desire its aid. In this way, the work which was begun by another committee four years ago, will be rounded off. What the Mutual Reserve can do is hard to see; the officials here will say nothing.—*London, England, Correspondent of the Chronicle.*

### **The Danger of Procrastination.**

Mr. Jno. C. Gass, Manager Central Nova Scotia, writes as follows in connection with premium on Policy No. 13648, carried by Mr. M. A. Swan :

In remitting Mr. Swan writes, "Mr. Canfield, whom you had seen when here, and whom you had interested in insurance, and who promised me that he would shortly take out a policy, accidentally shot himself fatally some days ago. I was counting on writing him up the first time you came.

"But one more striking illustration of the value of insurance; he leaves, if my memory serves me, an aged father and mother."

### **Opinions of our Representatives Regarding the New Canvassing Book.**

MR. R. W. DAY, Edmonton, Alta, writes:

"I must thank you for book *re* "Our Company," received this morning, which I was truly glad to receive, as I believe it to be one of the best mediums ever brought out by our Company."

MR. J. W. W. STEWART, Vancouver, B.C., writes:

"Permit me to thank you for compiling this little Imperial Encyclopædia. It is truly a well filled magazine of Imperial canvassing ammunition, and is bound to effect splendid results. Many of our principal representatives have expressed their appreciation of it."

MR. E. D. BENJAMIN, Brookfield, N.S., writes:

"Your new Canvassing Book just received this morning. It is the very thing I have been wanting to get hold of so as to study the Imperial Life. Thank you very much for same."

## **The Plant Suicide.**

When banker R. H. Plant committed suicide, in order that the life insurance companies, which carried more than a million dollars on his life, might pay his debts and care for his dependents, he was hailed as a hero by many newspapers, and his cowardly and dishonorable act was quite generally applauded by his friends and acquaintances. And yet every dollar of this money must ultimately come out of the pockets of the widows and orphans of other men. To defraud a life insurance company is the meanest and most despicable form of robbery. But the companies are not altogether blameless. An incontestable life insurance policy is an invitation to suicide and, as such, is not only against public policy, but is an injustice to honest policyholders.—*Insurance Record.*

## **Why Young Men Should Insure.**

In concluding an article contributed to the *Saturday Evening Post*, of New York, Mr. James H. Hyde, Vice-President of the Equitable Life, after recommending a twenty year endowment policy, summarizes his views on "Life Assurance as an Investment for Young Men," as follows:—

My opinion is that a young man should take life assurance at the earliest possible time; that he should take as much as he can conveniently pay for, and should increase it as his income increases. For these opinions I offer the following reasons:—

Because this investment inculcates habits of thrift in the investor.

Because the young man who makes it places himself under a voluntary compulsion to lay something by every year.

Because there is nothing safer than a conservatively managed life assurance company founded on scientific principles; there can be no "run" upon such a company during times of financial disturbance.

Because the chances are that some day he will marry and need the assurance to protect the future of his family; he will be wise if he obtains it while he is known to be an acceptable risk.

Because it will increase his self-respect and self-confidence; it will strengthen his reputation also, for business men will judge youthful character by such a token of thrift.

Because an endowment policy, at any time after it is three years old, will furnish to the extent of its value the very best collateral for any security that may be desired.

Because (and this is the paramount reason) life assurance is the only way in which a comparatively large estate can be immediately created by the payment of a small amount of money. It protects all that a young man has that is valuable, in the same way that fire insurance protects a building. The chances are ninety-nine out of one hundred that the building will never burn. The chances are one hundred out of one hundred that such a life insurance policy as I have recommended will be paid within twenty years. The payment will be due either by the completion of the endowment period, or previously, by death.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 22

Published by the Imperial Life Assurance Co'y of Canada

(15-11-04)

## NOVEMBER IS THE TO-DAY

And December the to-morrow of the live life underwriter. It is the last breathing space of the year. Now does the wise man go in and put forth his mightiest efforts to close his old prospects and create new ones. Next month the spirit of the holidays will be in the air. Affairs in general will be in a state of uncertainty. In December, business men feel an inclination to defer new investments until after January 1st, as it will be only a week or two until their annual statements and those of others are forthcoming, and they can judge accurately of their resources. Make therefore every **NOVEMBER** day count in the great fight which every Imperialite is waging.

## True Imperialism.

We are much pleased to present to Imperialites the address prepared by Mr. G. H. Gillespie, of Kingston, on the occasion of the Company's recent convention held in Montreal. Mr. Gillespie has proved himself a true Imperialite, an earnest worker, and enthusiastic:

Fellow workers in the great philanthropic field of life insurance, as I stand before you in this convention I am both pleased and grieved.

I am pleased to think that one so young in the ranks of insurance workers should be selected to occupy such a prominent and desirable position. I am a mere novice in the work in which some of you have grown old and wise as well as expert. Six brief months is the sum and total of my insurance experience. I am not yet old enough to be known outside of my own circumscribed locality. Yet, in the five brief months that I have been working under the magnificent management of the Imperial Life I have done what every young man should do in every vocation of life. I have "done my best," and in that humble though persistent effort I have added about \$30,000 to the amount of insurance issued by our Company. I have taken a position on the honor roll which I do not expect to surrender without a desperate struggle, and he who seeks to rob me of it must work and persevere. For you must remember I have Scotch blood in me, and we Scotchmen have taken a very tenacious hold of that British maxim, "What we have we hold." So for one so young among you to be selected to read a paper or deliver an address is an honor I appreciate, and a consummation that fills my heart with pleasure.

Yet I am displeased when I look around me and see so many able and stalwart insurance workers and veterans from whom a selection could have been made, that would have resulted in something far more profitable than I can give you. Some one of greater experience might have been selected. For after all we must get our profitable practical business lessons from "the man of experience."

In life insurance, theories are mere bubbles, and philosophies are elusive fancies that we dare not chase. If we would be successful we must follow the lead of the man of insurance experience. I would be delighted to-day to sit in silence at the feet of some Gamaliel of insurance and learn of him such lessons as would make me a satisfaction to myself, and an honor to the Imperial Life.

In my insurance experience I have been fortunate in securing a good preceptor. I am serving my apprenticeship under a veteran in the ranks of Imperial Life agents, Mr. J. B. Cooke of Kingston, Ont. A few months ago I went into the Company's office in Kingston under this splendid manager as green as it was possible for a man to be regarding insurance. Mr. Cooke has taught me much, and I appreciate the lessons and esteem the teacher.

Undoubtedly you are anticipating from me some facts and data regarding the work of the district in which I am located, and as this will be easier for me as well as in keeping with the modesty that should characterize such a junior servant as myself, I shall take pleasure in giving you a brief outline of our

district work. Our district office is located at Kingston, a city beautifully and delightfully situated at the foot of the great chain of lakes, and at the gateway of the great sweeping St. Lawrence. Whilst our office does not confine itself absolutely to the city yet our principal business is done there. We have considerable competition and opposition in insurance. Many of the larger American companies, such as the New York, Equitable, Metropolitan, Union and Mutual, have energetic agencies here. And all the smaller fry are so well represented by local insurance talent that a stranger would think the city was made up largely of insurance agents. Yet with the solidly established conservatism of Kingston and the surrounding country constituting our working territory, and all the opposition that comes from competitive forces, we have over \$500,000 worth of good business in force. I say "good business," and I mean it, gentlemen. This is the kind of business we do and intend doing, and when we cannot do good business we intend to "fold our tents like the Arabs and silently steal away" to some more desirable part of the insurance world. Since the 1st of January, 1904, we have written over \$60,000 worth of business and anticipate doubling that amount in the next five months. We are able to do business in the face of every opposition and despite every obstacle, because :

First. We start out determined to secure business. We never wait for things to turn up; we go out and turn them up. Activity is life; inactivity means commercial death. We are not trusting too much to the future, but taking advantage of the eternal present. Opportunities once lost are lost forever. We permit neither opportunities nor privileges to pass by. We try to strike when the iron is hot.

Second. We are able to do business because people have confidence in our Company. Every policyholder becomes an advertiser. Many people have been bitten by the bad dog of unreliable insurance and they are now seeking a reliable Company. Our policies are as good as Bank of England notes and our Company is a veritable Gibraltar of defence to all who do business with its management. We are working on a sound, safe, reliable and economical basis, and our methods will bear the strong light of day or the inquisitorial gaze and inspection of the expert.

Third. Gentlemen, we do business in our district because we have no stain on our good name, no blot on our official escutcheon, and no skeletons in our office closet. We have kept a clean slate. We have dealt fairly and squarely with all men. We have had no friends to favor us and no enemies to fight. We have paid our obligations promptly and ungrudgingly, and we stand among all competitors and say, the Imperial Life in Kingston is clean and honest and none will dare contradict or deny. A confidence born of experience is an asset the possession of which we should all seek to acquire and when once it is acquired let no temptation, however great, rob us of the priceless gem. And now, gentlemen, I shall draw my speech to a close. I shall not trespass further upon your generosity. This convention has been an inspiration to me and has



settled and sealed my present and future life definitely. I shall consecrate more than ever my time and energies to the duties that devolve upon me as an agent of the Company so that I may at all times merit the declaration, "Well done, good and faithful servant." May we all live to enjoy many such conventions as this; such gatherings do us immense good. They enable the single man to find his way into new fields and behold new faces and forms upon which his hungry eyes may feast for a few brief days.

I trust our deliberations at this convention will be so conducted and enjoyed that we shall all say as we break up and separate for our different homes, "It was good for us to be here."

### **The R. H. Plant Suicide.**

In *The Spectator* of last week comment was made on the suicide of R. H. Plant, of Macon, Ga., whose financial affairs having become involved, committed suicide for the protection of his creditors, his life being insured for \$1,000,000. It was there stated that as a matter of public policy the companies should refuse to pay the policies on the ground that the suicide was committed with a fraudulent purpose. *The Policyholder*, of Manchester, England, says:

We are surprised that so well conducted a paper as *The Morning Leader* should attach the heading "American Chivalry" to the following announcement: "Mr. Robert H. Plant, owner of a private bank and President of the First National Bank, Macon, Ga., has committed suicide in order that his creditors might be paid in full out of his life assurance." Many papers seem to think there is something noble about the action of a man who commits suicide so that his representatives may collect the money for which his life was assured. But are these papers prepared to commend a man for committing arson in order that he may defraud a fire insurance office? Yet the action of the suicide is just as much a fraud as that of the man who sets fire to his property. It is not our habit to criticise the offices for making their contracts liberal and free from restrictions, but we certainly think that in many instances suicide ought to void a policy in justice to the other members of the community, and the offices have gone a step too far in eliminating the suicide clause. Only so recently as last November a man went on three separate occasions to an office and offered to assure his life on condition that the suicide clause was deleted from the contract. The Company refused, but two other offices, priding themselves upon the freedom of their contracts from stipulations of the kind to which he objected, accepted the risk for £4,000. Eight weeks ago he took his life. Was this an act of chivalry, or was it thieving?

### **First-Class Honors.**

We congratulate Mr. Saunders upon taking first position, not only in regard to amount, but also in respect of premiums, on the Honor Roll. Mr. Saunders' name will no doubt be seen on the Honor Roll very frequently hereafter.

## ACTIONS SPEAK LOUDER THAN WORDS.

HAMILTON, Bermuda,

October 29th, 1904.

*T. Bradshaw, Esq., Secretary,*

*Imperial Life Assurance Co. of Canada,*

*Toronto.*

**Re Policy No. 7682—Outerbridge.**

DEAR SIR,—Immediately on the receipt of your letter of the 20th covering cheque for \$1,000 in settlement of the above claim, I communicated with the Executrix and the Executor to the estate of the deceased.

This afternoon I received their receipt in full discharge of the claim, and at once effected a settlement. **The transaction is spoken of as the most prompt settlement of an insurance claim, occasioned by death, which has ever been made in Bermuda.** I am pleased over the fact that the Imperial has established the record.

I now enclose the discharge form, policy, receipt for the last premium, and a letter of acknowledgment from Mrs Outerbridge.

I intend to have Mrs. Outerbridge's letter published in the two newspapers published in Bermuda.

Yours very truly,

(Sgd.) S. P. SAUNDERS,

*Manager for the West Indies.*

SOMERSET, Bermuda, Oct. 28, 1904.

*Mr. S. P. Saunders, Mgr.,*

*Imperial Life Assurance Co. of Canada,*

*Hamilton, Bermuda.*

DEAR SIR,—The Company's cheque for \$1,000 in payment of my late husband's policy was received by me to-day. I thank you for the cheque and for the promptness with which it was issued, and which I greatly appreciate.

I will also take this opportunity of making some acknowledgment of the kind assistance rendered me in the completion of the various papers to procure settlement of the policy. The Company's treatment throughout has, in fact, been most courteous, and leaves nothing to be desired. The Company is to be highly commended for its businesslike dealings, and for the consideration which, judging by my own case, it shows for its clients.

Yours very truly,

(Sgd.) MRS. F. H. OUTERBRIDGE.

### Enquiry and Instruction.

Under this heading will appear answers to enquiries from Imperial Life Agents respecting field work, competition, etc. Also instruction respecting the Company's practice in dealing with matters of general interest to its policyholders, agents, office assistants, etc.

#### **5. *Re Change of Address.***

It will aid the Head Office very materially in keeping its records up to date if our representatives will keep us advised of each policy-holder's change of address, when notice of such change is received at the agency. Head Office sends to policy-holders at stated periods the annual report and other literature; consequently it is essential that the correct address of policy-holders be known.

6. *Re* **Daily Cash Reports.**

The Company's representatives using the Daily Cash Report System for reporting collections will please take notice that hereafter their signature must be affixed to the Reports in writing, either personally or by the cashier signing the representative's name per his or her initials. The signing of the Reports on the typewriter or by rubber stamps will not be accepted. It is not necessary to write a letter enclosing each Daily Cash Report. The Report if properly completed is self-explanatory.

7. **Promptness in Answering Letters.**

The laws of business and of courtesy alike demand that letters from Head Office should have prompt attention. Nothing is more unbusinesslike than the habit of procrastination, and certainly there is nothing more discourteous than the custom of calmly disregarding letter after letter from the Home Office. We are glad to testify that in the case of the majority of our representatives, every business letter is honored with a reply by an early mail; but we cannot ignore the fact that there are certain Imperialites who, to the repeated communications from Head Office, oppose an unbroken stillness like the silence of the grave. The Golden Rule of business correspondence is "**Answer every letter within 24 hours.**"

8. **Quote Correct Policy Number.**

DELAY and oftentimes confusion is caused by stating in correspondence the incorrect number of a policy. The Company's representative or his stenographer, as the case may be, should always be sure in correspondence to quote the right policy number. This intimation should be brought to the attention of the Company's assistants and stenographers at Branch offices.

9. **Rule 34, page 8, of Manual.**

ATTENTION is drawn to section "34" on page "8" of the Manual of Rules and Instructions. Outstanding premiums have reached such proportions that it is found essential to insist upon this rule being strictly carried out. Some inconvenience may result in adjusting ourselves to this requirement, but the result will be more beneficial because of the prompt payment of premiums, which must naturally follow.

10. **Rule *re* Correspondence.**

SOME of our representatives are not aware of the Company's rule regarding correspondence. It is simple and easily complied with. *Each letter written to Home Office shall contain reference to one policy only, or to one subject only.* When more than one policy, or more than one subject is referred to in a letter, it necessitates a duplicate of the letter being made at the Home Office for filing purposes. When these rules are violated the agent may expect that some of the matters referred to in his correspondence will be overlooked, because his communications will not find their way to the different departments in the Home Office.



## **Audit Department.**

The Company's business having assumed increased proportions, it has been found necessary to create a special audit and checking department in the Home Office. The representatives will from time to time receive communications from this Department, and they are asked to furnish as full information as possible on the question asked, and to give their usual prompt and courteous attention to such communications. At some agencies the collection of premiums has not been reported as promptly as called for by the Company's rules, thus necessitating inconvenience to the Home Office and to the agency. Our representatives will be asked to strictly carry out hereafter the instructions set forth at the top of the Daily Cash Report. For example, the Audit Department will no doubt ask for explanations when the date of payment is given as several days previous to the date of the report. To anticipate this enquiry the reasons for the delay in reporting any premiums when the delay is unavoidable, should be set forth on the back of the Daily Cash Report, under the heading "Remarks."

## **New Appointments.**

The following gentlemen have recently joined the field staff, and give promise of becoming true Imperialites:

A. S. Allan, Guelph, Ont.,	T. S. Reed, Lucknow, Ont.,
R. A. Douglas, Powassen, Ont.,	Israel Taylor, London, Ont.,
W. F. Galloway & Son, Ingersoll, Ont.,	W. S. Pickup, Millbrook, Ont.,
A. F. Gormley, Finch, Ont.,	F. R. Gass, Tatamagouche, N. S.,
L. P. Leslie, Lanark, Ont.,	R. C. Duncan, Petrolia, Ont.,
W. P. Roberts, Summerland, B.C.,	T. G. King, Renfrew, Ont.,
W. F. Rundle, Port Perry, Ont.	

## **New Entrants.**

THREE new names appear on the Honor Roll this month: J. B. Primeau, Miss E. M. Forest, Montreal; and W. A. McCallum, Port Arthur. We especially congratulate Miss Forest, who is the Company's assistant in its Montreal office, in having secured a \$5,000 risk. We have often thought that our assistants in our branch offices might not only get honor and glory for themselves by seeing their names in print on the Honor Roll, but likewise increase their income by making themselves active in the securing of new business. A little bit of encouragement from the Provincial and District Managers would, no doubt, work wonders in this connection. Who will be next?

## **An Enviably Record.**

It is with very great pleasure we congratulate Messrs. Gass and Gardiner for their continuous and magnificent record in having secured sufficient business of good quality to place them on the Honor Roll for each month this year. This will make the ninth time that these gentlemen's names have appeared. Their example is well worthy of emulation.

## **A Peterboro' Record.**

THE name of Mr. McBain, of Peterboro, has appeared on the Honor Roll each month since his connection with the Company. Mr. McBain commenced business for the Imperial in July, and his name has appeared on the Honor Roll for July, August, September and October. Mr. McBain's record for the future will be well worth watching.

# Leaders of the Honor Roll for 1904.

January.....	Dr. D. Lowrey, Toronto, Ont.....	\$14,500
February.....	A. Fraser, Montreal, Que.....	16,000
March.....	S. P. Saunders, West Indies.....	42,000
April.....	Rev. A. W. Ross, Portage la Prairie, Man.....	19,000
May.....	R. W. Day, Edmonton, Alta.....	18,000
June.....	Rev. A. W. Ross, Portage la Prairie, Man.....	18,000
July.....	Dr. D. Lowrey, Toronto, Ont.....	35,500
August.....	J. P. Beaudoin, Montreal, Que.....	16,500
	A. C. Champagne, Montreal, Que.....	16,500
September.....	J. H. Macabe, Toronto, Ont.....	15,000
October.....	S. P. Saunders.....	11,500

## Honor Roll for October.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll
S. P. Saunders, West Indies.....	11,500	1	546.20	1	3
Dr. D. Lowrey, Toronto, Ont.....	10,000	2	267.00	6	8
A. W. Ross, Portage la Prairie, Man..	8,000	3	380.80	2	6
J. C. Baker, Halifax, N.S.....	8,000	3	247.80	9	6
G. H. Gillespie, Kingston, Ont.....	7,500	5	248.95	8	5
J. W. Ney, Bracebridge, Ont.....	7,000	6	335.45	3	4
A. E. Liddell, Montreal, Que.....	7,000	6	295.25	4	5
Labelle & Co., Joliette, Que.....	7,000	6	195.35	13	6
F. B. Springer, Vancouver, B.C.....	6,500	9	213.40	10	6
J. C. Gass, Shubenacadie, N.S.....	6,500	9	211.25	12	9
J. B. Primeau, Montreal, Que.....	6,000	11	261.15	7	1
A. McN. Shaw, St. John, N.B.....	6,000	11	162.60	18	3
Miss E. M. Forrest, Montreal, Que...	5,000	13	290.50	5	1
C. A. Armstrong, Truro, N.S.....	5,000	13	212.25	11	5
R. W. Day, Edmonton, Alta.....	5,000	13	174.00	14	5
J. J. Gardiner, Smith's Falls, Ont....	5,000	13	171.20	15	9
C. A. Crysdale, Vancouver, B.C.....	5,000	13	163.40	16	5
H. B. McBain, Peterboro, Ont.....	5,000	13	163.00	17	4
W. A. McCallum, Port Arthur, Ont..	5,000	13	92.50	19	1

## Standing of Agencies for October.

1. Montreal	9. Kingston	17. Regina
2. Head Office Agency	10. St. John	Guelph
3. Vancouver	11. Hamilton	19. Petrolia
4. Halifax	12. Peterboro' County	20. Stratford
5. West Indies	Port Arthur	Peterboro' City
6. Central Nova Scotia	14. London	Brantford
7. Winnipeg	15. Port Hope	Brockville
Ottawa	16. Charlottetown	24. Brighton

THE number of names on the Honor Roll according to Provinces, is as follows :

Ontario.....	6	Quebec.....	4
Nova Scotia.....	3	British Columbia.....	2
Manitoba.....	1	New Brunswick.....	1
North-West Territories....	1	West Indies.....	1

What will November be?



# THE IMPERIAL LIFE AGENTS' NEWS

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(1-12-04)

## Imperial Life Representatives

GENTLEMEN,—In entering upon the last month of our fall campaign, which is also the last opportunity to round out a strong year's record, we wish you to be sufficiently impressed with the power of individual effort. A good record in every agency will result in a Company record to which, through all next year, every Imperialite will point with pride. But what we do must be done quickly. December is crowded with great possibilities for every representative, but hard energetic work is necessary. This final campaign asks for the best effort of every Imperialite, for strong hearty service on the part of everyone connected with the Company. This is the last lap in the race,—the spurt which comes at the end of every year; individual staying power is on trial during December.

In connection with this final campaign we expect the December Honor Roll to establish a record. Every agency is counted on to "beat its best record" as regards number of places on the Honor Roll. Positions on it will be keenly contested, and a place on this list of hard workers should be the aim of every representative. Let us aim high, plan our individual campaigns accordingly, and the resulting Honor Roll will be highly gratifying.

For the record of our Company, for a greater Agency record, and for an individual record, let each Imperialite put his best work into this final opportunity of the year.

Yours very truly,

*J. Bradshaw*

Secretary.



## Important Intimation Concerning Payment of Premiums.

From time to time the attention of Head Office is drawn to instances where an agent, no doubt with the best of intentions, has accepted settlement of a note after its maturity, or payment of a premium after the expiration of the one month's grace, without first obtaining the consent of Head Office to such acceptance. This, every agent is aware, is entirely out of accordance with the Company's rules, so that a few words of warning in this connection may not be out of place.

The Company's attitude with regard to the payment of notes and premiums is clearly set forth in the Manual of Rules and Instructions for the Guidance of Agents, with which each agent is supplied. (In case any agent has either lost or mislaid his Manual a copy will be supplied on request). The paragraphs bearing on this subject are :—

“ Par. 36, page 9; par. 77, page 32; par. 78, page 32;  
par. 79, page 32; par. 82, page 33; par. 83, page 34.”

From these it is made very clear that an agent has no authority whatever to accept payment of a note, either in cash or by renewal note, after its maturity, nor payment of a premium after the expiration of the month's grace, without first obtaining the written consent of Head Office. In the case of policies, where the non-payment of the note, or premium in question, causes the policy to lapse, the agent must, in every case, first secure from the assured his application for the reinstatement of the policy upon form “ 340 ” or form “ 25,” as the case may be, and must not accept settlement of such note or premium until Head Office has notified him that the application for reinstatement has been approved, and that the settlement tendered may be accepted.

Where, by the operation of the Automatic Non-Forfeiture Provision, the policy does not lapse owing to the non-payment of the note or premium in question, the agent must first obtain the consent of Head Office before accepting any settlement tendered; as it is not intended that the agent shall take upon himself the responsibility of deciding whether or not the Automatic Non-forfeiture Provision prevents the lapse of a policy. This responsibility must be assumed only by Head Office.

It must be distinctly understood by the agent that if he acts contrary to the rule of the Company as above set forth, he does so upon his own personal responsibility, and he and his surety shall be held liable by the Company for any loss which may be sustained as a result of such action on his part.

Cases have arisen in the history of the Company where the breaking of this rule by the agent has placed it in a most serious predicament, involving litigation and the good name of the Company. The fact that in ninety-nine cases out of a hundred nothing serious results from an irregularity of this nature is not a sufficient excuse for the remaining case where serious results have been experienced. If these rules were not necessary they would not be made, and when once made they are expected to be strictly adhered to.

It may appear to the agent that by refusing to accept settlement of a note or premium when tendered without first obtaining the consent of Head Office, business might be lost, as the policyholder might in the meantime have altered his decision to continue his policy. This difficulty may very easily be overcome by accepting the settlement when tendered, giving in return a receipt in the following form, and sending forthwith full advice of what has been done to the Head Office.

"Received this.....day of.....190.., from..... the sum of.....dollars, in connection with Policy No..... in the Imperial Life Assurance Company of Canada on account of the..... (note or premium), which fell due on the.....day of..... the said sum to be held by the undersigned as the agent of the payor until application at the payor's request may be made to the Company to accept the same. No liability is incurred by the said Company or by the undersigned in the meantime."

### **Election Score Cards.**

We have been very much flattered by the generous recognition by practically all of our representatives, and by the officers and agents of other life assurance companies, of the Election Score Cards which we prepared for the recent Dominion Elections. The following two references are given simply as samples of the manner in which these Score Cards were regarded and received:

"I have to thank you very heartily for this bright advertisement. We have never had anything take so well. We all distributed them personally amongst the business people in their offices, and we received very many pleasant comments from both sides. I find that quite a number of public enthusiasts are keeping theirs as a record until the next election, so that the little document is a standing advertisement."

The second reference which we quote is from the officer of one of our most prominent and largest life insurance companies:—

"The man who invented that Election Card of yours deserves an increase in salary."

We are hoping that our agents have taken full advantage of this splendid advertisement, and that, as the result, they are reaping applications right along.

### **Worthy of Emulation.**

Mr. J. W. W. Stewart, Provincial Manager for British Columbia, has issued a personal letter to his representatives, from which we take the following extract:—

"So as to stimulate our esteemed representatives for the greatest November and December campaign we have ever had, I am personally making the following inducement, open to all. I will give to our field force one

hundred dollars worth of the newest and most up-to-date sectional office fittings manufactured, upon the following conditions:—

1. All of the accepted and paid-for business written by each agent will be recorded, and when the total of all the agents is ascertained, the total of such business will equal one hundred dollars worth of these office fittings, and each successful agent will receive, *pro rata*, the amount equivalent to his total of such paid-for business. *For example.* Should the grand total equal \$100,000, this would be equal to \$100 worth of office fittings. The agent who writes \$10,000 would be entitled to ten dollars' worth; \$12,000 would be worth twelve dollars worth of office fittings."

We shall be very much interested to know each western representative's interest in this fund. Mr. Stewart is an earnest, energetic, and sincere Imperialite. He always has the Company's interests at heart, and this is only another indication of his personal desire to have his field produce a large volume of new business.

### **Appointment of Agents.**

In the appointment of an agent one of the essentials is to secure the interest of the proposed representative in the Company to such an extent that he, himself, will immediately become a policyholder. A practical illustration of this was made by Mr. R. C. Duncan, the District Manager at Petrolea, in the appointment of Mr. Robt. Tait, of Alvinston. Mr. Tait not only becomes one of the Company's valued local representatives, but also a policyholder. No Imperialite can successfully represent his Company unless he himself is a policyholder.

### **New Appointments.**

The following gentlemen have recently joined the Company's field staff. A hearty welcome is extended to these new Imperialites:

Frederick J. Marshall, Orangeville, Ont.

Jno. A. Westman, Milverton, Ont.

Chas. F. Stewart, Milverton, Ont.

R. H. Robinson, Orillia, Ont.

Jno. R. Jackson, Vancouver, B.C.

Messrs. Heller & Gilchrist, Port Elgin, Ont.

Paul Dumoret & Co., Port of Spain, Trinidad.

Harry Fowler, Port of Spain, Trinidad.

Edwin Stone, Sangre Grande, Trinidad.

Kenneth Skinner, Port of Spain, Trinidad.

Andrew MacLeod, Woodstock, Ont.

Robt. Tait, Alvinston, Ont.

W. F. Galloway & Son, Ingersoll, Ont.

W. J. Luckham, Petrolia, Ont.



## An Unfair Comparison.

While the Imperial avoids the publication of statements comparing its business with that of other companies, it is compelled in self-defence to draw attention to the table given below. This table has been scattered broadcast, and was given the title, "From the Dominion Government Blue Books—Five Years Growth of the Canadian Business of Canadian Life Companies." We are by no means ashamed of the Imperial's standing, but on the contrary are quite proud of it. For the Imperial to stand third in a list of the fourteen largest Canadian companies is an achievement to which Imperial representatives will point with pride and satisfaction. However, in order to show that the comparisons made are unfair, it is only necessary to consider, (a) that several of the companies named do not confine their operations almost altogether to Canada, as is the case with the Imperial, (b) the number of years each company has been established as given in the column which we have added, (c) the greater number of years during which several of these companies did business gave them a well organized field staff before the Imperial entered the field :—

CANADIAN COMPANIES—CANADIAN BUSINESS.

NAME OF COMPANY	Net amount in force in Canada, December 31st, 1898	Net amount in force in Canada, December 31st, 1903	Gain in Net Amount in force in Canada during 5 years, 1899-1903	Age in years at Dec. 31st, 1903
1. Mutual Life of Canada.	\$23,585,676.	\$37,120,925.	\$13,535,249.	33
2. Sun .....	30,404,962.	40,409,728.	10,004,766.	32
3. Imperial.....	3,769,125.	13,523,526.	9,754,401.	6
4. Great West .....	8,261,877.	17,856,639.	9,594,762.	11
5. North American .....	20,219,383.	28,887,807.	8,668,424.	22
6. Canada .....	67,383,667.	75,862,148.	8,478,481.	56
7. Manufacturers.....	19,693,184.	27,746,612.	8,053,428.	16
8. Confederation .....	29,302,306.	35,752,853.	6,450,547.	32
9. Federal .....	10,683,566.	14,575,730.	3,892,164.	21
10. Royal-Victoria.....	887,577.	3,797,670.	2,910,093.	6
11. Excelsior .....	3,043,963.	5,821,029.	2,777,066.	13
12. Northern .....	839,950.	3,495,759.	2,655,809.	7
13. London .....	5,210,519.	7,466,628.	2,256,109.	29
14. Dominion .....	2,923,881.	5,123,597.	2,199,716.	14

N.B.—Companies not doing business in 1898 are omitted from the above list.

## She Brought Him to Time.

A life agent who made many fruitless appointments with a prospect, as a last resort sought the wife, and laid the matter before her. There were two daughters to educate, and there was a good, even luxurious home, but the husband was improvident and a spendthrift. The agent was well aware of all the facts, and he made the most of his advantage. The wife saw the force of his arguments, and it was not long before he wrote a good policy on the life of the husband. Woman's influence is invincible when employed in a righteous cause.

## **Lawyers, Good Life Insurance Customers.**

One life agent, known to the writer, makes quite a specialty of soliciting from lawyers. His theory is that successful lawyers nearly all live up to, or nearly so, their income. Consequently, knowing the value of life insurance, they protect their families with large policies. This particular agent has many splendid letters in commendation of the contracts issued by his company—all unsolicited—which he makes good use of in his field work.

## **The Man who Succeeds.**

In common with every other undertaking, life insurance possesses rich possibilities of failure. Nine times out of ten, the man who makes a success in the life insurance business, is the man who puts into it a large share of his personal magnetism and enthusiasm. He may be a general agent or manager, but his interest in the success of his agents never fails. He is a pleasant man to deal with, and he bubbles over with pleasure when his agency is "high-line" among the agencies of his company. The pulse of success is ambition. It beats steadily and regularly—not high at one time and low at another.

## **A Methodical Agent.**

One of the best and most successful life insurance agents in Boston makes it a part of his business to watch the marriage columns in the daily papers. Taking the name of the young man who has had the temerity to assume an extra risk, he looks up his address, finds out all he can about him, his habits, income, position in life, etc., and then calls upon him and points out to him the advisability of protecting his wife and prospective family with a generous amount of life insurance. The agent finds this system profitable.

## **When Your Company is Misrepresented.**

It is discouraging to a solicitor who has been working faithfully on a prospect, and thinks he has got him to the point of signing the application, to find that some rival agent has been traducing his company for the purpose of capturing the prospect himself. A good way to win back his confidence is to say to him: "The man who told you these things is a falsifier, but if he can prove his assertions, of course you are bound to believe him. Next time you see him ask him to put in writing the things he has said, and sign his name to them. If he is honest in his statements, he will have no objection to put them in writing; if he refuses to do so, you will know that he is lying to you." If the traducer falls into this trap, his signed statement will undoubtedly secure his dismissal from the company that employs him; if he declines to sign his

name to the statements, your prospect will refuse to believe him, and will have more confidence than ever in you. Competition is a good thing in all lines of business, but the man who tries to discredit a competitor indicates that he has little confidence in the goods he is trying to sell. The companies have declared against this policy of detraction, and will, no doubt, punish any one proven to be guilty of it.

### A Life Insurance Argument.

A strong argument for life insurance is found in the scanty record of those who have been able to save out of their earnings enough to make provision for their bereaved families. There are multitudes of men to whom this is impossible, as their income is all required for the decent maintenance of their household, or, the margin for saving is too narrow to allow of a fund being accumulated out of it. Then, there are all manner of misfortunes to which men are liable, which drain away any savings that have been laid aside. Yet the great bulk of such persons could pay the premium on a life policy by exercising special economies. In relation to this, the "Insurance Monitor" narrates that: "A gentleman who was lately visiting a statistician employed in the Census Bureau at Washington, was complaining that he had little or nothing to show for the money he had earned during the course of a lifetime. Through mismanagement of his affairs and unfortunate investments it had nearly all been lost.

"Do you know," said the statistician, "how many of the men in this country succeed in saving any large part of the money that they have earned? In the Eastern Middle States only about 2 p.c., in New England 3 p.c., and in the West about 4 p.c." Such is the slender record of ultimate business success in this country. More than 95 per cent. of those whose earning powers or money-making abilities promise to place their families above want die poor in this land of exceptional opportunities.

Could there be a stronger argument for the need of life insurance? It is almost the only investment which is not subject to the mistakes of the investor."—*Finance Chronicle*.

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As one stone upon another makes the substantial edifice, so will one application each day make an agent's sound record.

THE best in life insurance is none too good, and the failure of poor life insurance organizations points directly to the safety of the sound exponents of the system.



## **RULES AND REGULATIONS FOR THE GUIDANCE OF THE HEAD OFFICE STAFF**

The following rules and regulations are, we believe, of interest to our representatives, inasmuch as they shew the quality of service which is required at the Head Office:

- 1—Each member of the staff is expected to be at his or her desk at 9 o'clock each morning.
- 2—Members of the staff are expected to remain at their duties until the time assigned to them for lunch has actually arrived, and to be at their desks at the expiration of the time allotted to them according to the "Schedule of Time for Lunch."
- 3—Business permitting, the office closes at 4.30 p.m. during the months of June, July, August and September, and at 5 p.m. during the remaining months of the year. Members of the staff are expected to complete their work each day before leaving the office.
- Under no circumstances may attention to important matters be delayed.
- 4—Members of the staff may not leave the office during office hours without first obtaining permission of an officer of the Company.
- 5—In passing to and fro in the office members of the staff must do so quietly and without interfering with or speaking to any other clerk in the office. Talking amongst the clerks, except when conversing upon matters pertaining to the Company's business, is strictly forbidden.
- 6—The dictation of letters should be confined as far as possible to the forenoon so as to give the stenographers an opportunity of getting through their work before the office closes. Delay in answering Company letters will not be excused.
- 7—Card records taken from the trucks may not be retained for any length of time. They must be replaced immediately.
- 8—Clerks are expected to be thoroughly familiar with the regulations contained in the Company's "Manual of Rules and Instructions to Agents." Errors occasioned by unfamiliarity with the contents of this Manual, will not be excused.
- 9—The staff is expected to be familiar with the plans of Assurance as set forth in the Company's "Manual of Rates," and with the literature of the Company. The "Agents News" should be carefully read.
- 10—Discussion of any matters pertaining to the Company's business when outside of the office is strictly forbidden. All matters coming under the staff's notice must be treated as strictly confidential. A violation of this rule will be regarded as a serious betrayal of trust.
- 11—Attention to other than the business of the Company during office hours is forbidden.
- 12—The use of the telephones for other than the Company's business is not approved.
- 13—Each clerk is expected to leave his or her desk in order and free from loose paper, books, etc., at the close of the day's business.
- 14—The demeanor of each member of the staff after office hours, as well as during office hours, should be in keeping with the dignity of the institution with which they are connected.
- 15—It should at once be the aim and the privilege of each member of the staff to loyally do everything that lies within his power to forward the best interests of the Company. To this end the officers look to their assistants, for a hearty co-operation in all measures which will tend to increase efficiency in management and to make still greater the prosperity of the Company.

**T. BRADSHAW, Secretary.**

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 5, No. 24

Published by the Imperial Life Assurance Co'y of Canada

(15-12-04)

## \$600,000 OF NEW BUSINESS

This is the aim of the Imperial Life for December 1904. The whole field force, the staff at Home Office, the staff at each branch office and the men that turn in an occasional application through our regular representatives, all have this accomplishment in view.

As each representative is aware, individual effort all along the line made a November total of which Imperialites are justly proud. Individual effort can give us \$600,000 of new business in December.

We have the prestige of a Company record unequalled in Canadian life assurance, and a policy contract second to none. It needs but Imperial work with Imperial enthusiasm to roll up a splendid list of new policyholders before the end of the year.

Let everyone to whom the Imperial's success means anything put his best work into these last fourteen days of golden opportunity. Make certain at once of all the "sure" prospects. Meantime keep working with the hesitating, and with those that have been putting you off. Let us each use every endeavor to close at least one of our "doubtful" prospects. December should make a record for every Imperialite. Remember our aim for the month, and let us not forget that, in but little over two weeks, our record and the record of the Company for 1904 will have been made.

T.B.



## **December Roll of Honor.**

There were twenty-two names on the November '03 Honor Roll, and thirty-five on the Roll for November, '04. In December, '03, thirty-two representatives qualified for the Honor Roll; therefore, at the November rate of increase we may expect well over fifty of our representatives to secure this month the necessary \$5,000 or over of acceptable business. The December Honor Roll should number at least fifty names, and it will go well over fifty if we keep up the pace. It is confidently expected that the Roll for this month will be noteworthy on account of the large number of local representatives on it. From every indication "individual effort" in every agency will make the December Roll the largest on record, and also thoroughly representative. We are pleased to note that some fifteen Imperialites have already made sure of a place on it.

## **A Policy Retained is a Policy Gained.**

In the business of life insurance, one of the most desirable objects to attain is a small percentage of Terminations. The Imperial Life has had a favorable experience in this respect, and from present indications, we will, this year, beat our own best record. To this end, we solicit the heartiest co-operation of our agents with the Termination Department towards reviving the largest possible amount of lapsed and not taken business during this, the last month in the year. The business of an Agency, large or small, can not be said to be satisfactory where there is a large number of terminations, and while the agents' chief aim should be a large amount of new business, THE IMPERIAL LIFE attaches great importance to the retention of its old business. In some respects the restoration of a terminated policy is more to be desired than the securing of a new application. Do not allow a man to lapse his policy without, if at all possible, seeing him personally. Make as much effort to persuade him to continue his policy as you would to get a new application. The Head Office will be glad to furnish information regarding any concessions which may be made towards helping a policyholder to keep his policy in force. Keep in close touch with your present policyholders. They are your best advertisements.

## **Interest Earnings of Life Companies.**

The enclosed chart, showing the average interest earnings of Canadian, British and American life assurance companies, is of special value to Imperial representatives. A glance at this chart shows one very strong reason for placing assurance with Canadian companies rather than with British or American companies. Then again, the rate of interest earned by the Imperial—5.29—is so far above the average rate of all Canadian companies that the advantage to Imperial policyholders is at once apparent.

## **Standing of Agencies for December.**

1. Head Office Agency	9. Halifax	Port Hope
2. Vancouver	London	Winnipeg
3. Montreal	11. Central Nova Scotia	19. Stratford
4. West Indies	12. Petrolia	20. Sarnia
5. St. John	Peterboro' County	21. Guelph
Ottawa	Brandon	22. Hagersville
7. Regina	Charlottetown	23. Brantford
8. Kingston	16. Hamilton	Brighton



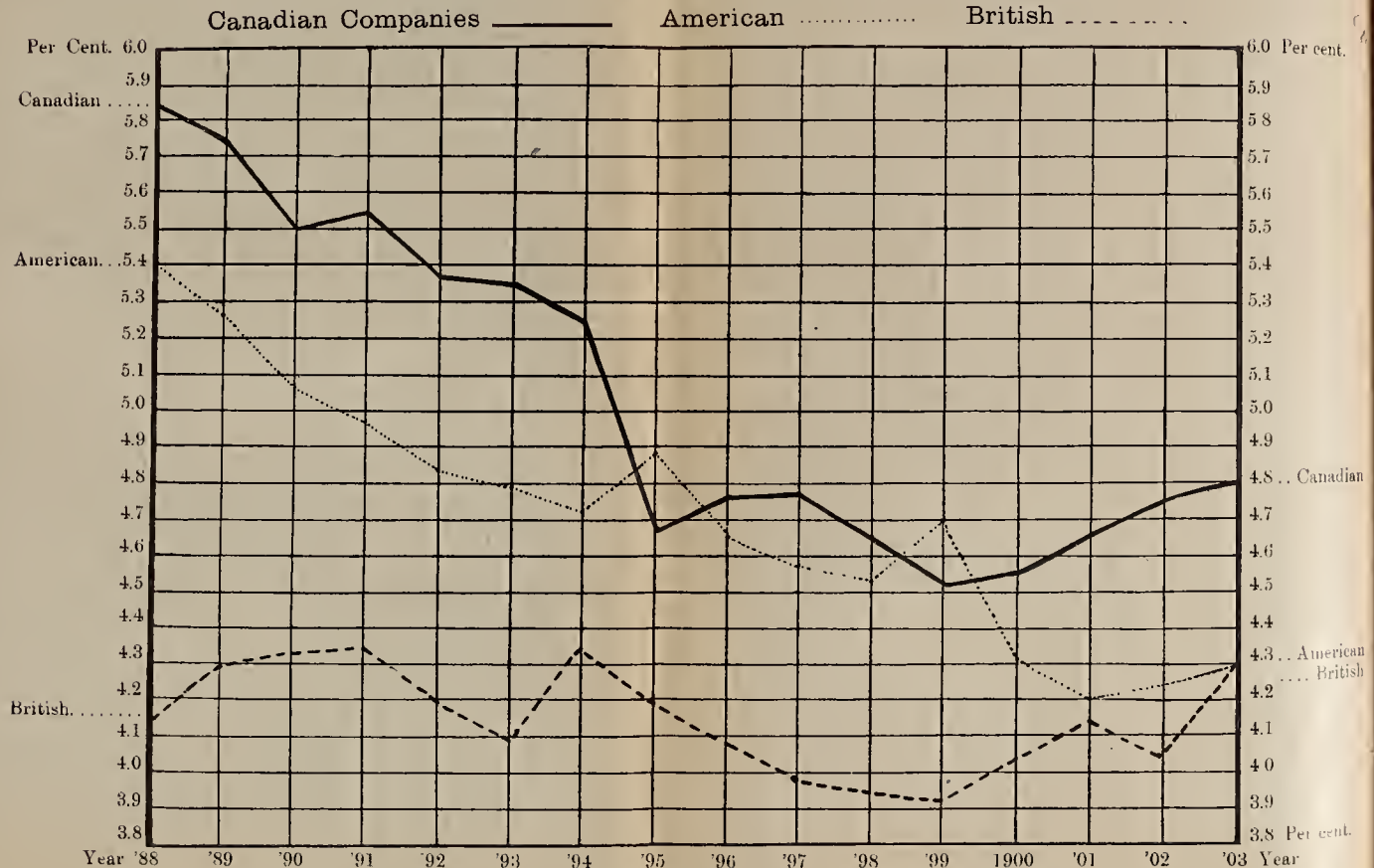


# "ECONOMIST" INTEREST CHART

SHOWING

AVERAGE RATES OF INTEREST EARNED BY LIFE COMPANIES DOING BUSINESS IN CANADA. 1888-1903.

(Reprinted from The Economist, Toronto, Canada.)



The above Chart shows in a striking way the advantage of insuring in a Canadian Company.

## Interest Chart.

With this issue an interesting chart is sent, showing graphically the rate of interest earned by British, American and Canadian Life Companies from 1888 to 1903. It will be observed that the average rate now earned by the two former classes of companies is 4.3%; that the average rate earned by Canadian life companies is 4.8%, *while Imperialites will remember that the average rate earned by the Imperial Life was no less than 5.29%*, or nearly one whole per cent. more than that earned by American and British companies, and almost one-half of one per cent. more than the average rate earned by Canadian companies. Interest earnings over and above interest required to maintain Reserves are an important factor in the profits of a life insurance company—in fact probably this element is the most productive in this respect. The Imperial Life Reserves are based upon  $3\frac{1}{2}\%$ , hence it will be observed that there is a margin of no less than 1.79%, say  $1\frac{3}{4}\%$  between the average rate earned by the Imperial Life and that at which its Reserves are calculated. The effect of a high rate of interest is probably more readily appreciated by considering the accumulation of a premium of say \$100 for a period of 20 years.

At the rate earned by American and British companies (4.3%) this amounts to .....	\$3,204
At 4.8%, the rate earned by Canadian companies, this amounts to.	3,393
At the rate earned by the Imperial Life (5.29%) this amounts to..	3,590

Agents will immediately realize how important therefore, from a surplus earning standpoint, is the earning of a high rate of interest.

## Method of Handling Procrastinators.

“I have found it helpful in trying to get a prospect to decide, to produce the application and suggest an amount larger than he will take so as to get him to talk freely. For instance suggest a \$5,000 policy to a \$2,000 prospect. He is quick to say he can't take that much. Then suggest \$4,000, and again he can't begin to do that. Then leaving the amount, inquire the name of the beneficiary, and at the same time show what it will mean to that person in case of his death, and write, filling up the blanks. Before he knows it he signs for a \$3,000 or \$2,500 application.”—A. B. Williams.

## Knocking at the Door of Opportunity.

“‘Opportunity,’ so the saying goes, ‘knocks at a man's door but once, and then goes away for ever.’ Whether or not this is one of those sayings that live by toleration rather than merit, in either case it does not prevent a man knocking at Opportunity's door just as often as he pleases. And who has a better chance to exercise this great privilege than the salesman of life contracts? Opportunity may knock at a man's door but once, but the man who is so formal as not to return the call more than once is as good as a ‘dead one’ in life insurance. He must call and keep on calling. The salesman who constantly seeks opportunities persistently and properly, will surely find his reward, for the law of average guarantees that results will come in proportion to the amount of energy intelligently expended.”



## **Wisdom of Aggressive Competition.**

"The aggressive solicitor plans his mode of attack, and is therefore prepared for battle along lines already mapped out. He is then in a position to direct its course. The agent who is on the defensive must meet his arguments as they are produced, and he is thus at the disadvantage of not knowing what is coming next. The agent who assumes the aggressive is in a position, if rightly used, to create a very favorable impression on his prospect, because he can conduct the canvass along lines most favorable to his company.

## **Contracts for Christmas Gifts.**

"Christmas gifts are usually a problem and, not infrequently the nearer the recipient, the more difficult the selection. Simple remembrances can be bought without much difficulty, but when it comes to the larger gifts, those supposed to express the best thought and affection of a life, perplexity frequently intervenes. What will best express wise thought in a Christmas gift, and at the same time be a continuing reminder of the affection that prompted it? This is not a list of possible Christmas gifts—far from it. It is simply a suggestion that salesmen might not infrequently sell a contract as a gift. Take the child, for which nothing is too good. What is better than a contract maturing at a time when the money may be sorely needed to secure a proper start in life? Or, for an older child, to provide a fund against a day when work may not be possible. There are a multitude of ways in which a policy may be the best sort of Christmas gift. Its suggestion may help to close a contract which has been wavering in the balance. It may open the way for an additional present, which will be willingly made, and has not been heretofore, because it has not been thought of. Let the salesman keep Christmas in mind."

## **Quick Action is December's Spirit.**

"Gray December, last of the year, with its eager, hurrying throng is here! This is no month for long winded arguments; it is the time for action. Life insurance men who have never known what nervous activity meant will catch it from the very air, from the people they elbow on the street. Shoppers are everywhere. Store-keepers are rushed, and an insistent activity pervades all forms of industry.

December is not the month for dawdling, but for action. Canvass in a quick, snappy way; see old prospects and urge them with your brightest argument to close without delay; push new prospects for signature on the first interview, and get yourself into the spirit of the holiday season.

Mingle with the street throng, let it enthuse you, then away to work! Put the dishonored rebater to shame by matching your skill against his sordid offerings, and win out because you are right and know you are right.

Where you sell life contracts you will make happier homes and your own will be brighter, these Yuletide days, from having made good use of your talents."

## All Over the Field.

First place on the Honor Roll goes again to West Indies. Messrs. Dumoret & Co. have but lately joined the ranks of Imperialites.

Mr. Cullen is to be congratulated upon the splendid single premium policy which ranks him first in regard to premiums.

Messrs. Gass and Gardiner are still keeping up the pace. It will be interesting to note how far up these gentlemen's names appear on the December Honor Roll.

We particularly congratulate Messrs. Stewart, Taylor, Crysdale, Bartlett and Robinson on the splendid result of their efforts in November.

## New Appointments.

The following gentlemen have recently joined the field-staff, and give promise of becoming true Imperialites :—

J. W. Heiserman, Chesley, Ont.	J. Shanley, Toronto, Ont.
J. M. Coyle, Courtright, Ont.	J. W. Seymour, Hagersville, Ont.

## What Life Insurance Does.

Life insurance throws a mantle of protection over the cradle of the fatherless babe, and enwraps the mother with the cloak of hope.

It wipes out the mortgage, satisfies the butcher, cleans up with the grocer and erases the score of the coal dealer.

It floods the desert of the desolate future that meets the gaze of the stricken widow with the sunlight of courage and hope.

It induces thrift and checks improvidence ; builds homes instead of hovels ; gives bread instead of crusts, provides clothes instead of rags.

It closes the lane to the poor house, and leads to the mansion of prosperity beyond.

It educates boys to be men, girls to be women, and both to be the tender guardians of widowhood.

It rears the greatest monument a prudent man can leave to perpetuate his memory, a well-provided, well-providing son.

It satisfies the conscience, eases the mind, banishes worry, sustains the burdens of manhood, and gives old age a chair of comfort and contentment.

Endowment life insurance assures a competency for the evening of life, with peace and independence for one's declining days.

—*Metropolitan Leaflet.*

## Leaders of the Honor Roll for 1904.

January.....	Dr. D. Lowrey, Toronto, Ont. ....	\$14,500
February ....	A. Fraser, Montreal, Que .....	16,000
March .....	S. P. Saunders, West Indies.....	42,000
April .....	Rev. A. W. Ross, Portage la Prairie, Man.....	19,000
May .....	R. W. Day, Edmonton, Alta.....	18,000
June .....	Rev. A. W. Ross, Portage la Prairie, Man.....	18,000
July .....	Dr. D. Lowrey, Toronto, Ont .....	35,500
August.....	J. P. Beaudoin, Montreal, Que.....	16,500
	A. C. Champagne, Montreal, Que .....	16,500
September....	J. H. Macabe, Toronto, Ont.....	15,000
October.....	S. P. Saunders, West Indies.....	11,500
November....	P. Dumoret & Co., Trinidad.....	17,500

## Honor Roll for November.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll
P. Dumoret & Co., Trinidad.....	17,500	1	916.50	2	1
J. W. W. Stewart, Vancouver, B.C..	16,500	2	461.80	6	4
Labelle & Co., Montreal, Que.....	13,500	3	457.80	8	7
T. M. Grover, Regina, N.W.T.....	13,000	4	609.05	4	6
C. M. Turner, Calgary, N.W.T. ....	11,000	5	450.25	9	4
S. P. Saunders, West Indies .....	10,500	6	462.05	7	4
Israel Taylor, London, Ont.....	10,500	6	378.15	10	1
A. McN. Shaw, St. John, N.B.....	10,000	8	734.50	3	4
Dr. D. Lowrey, Toronto, Ont.....	10,000	8	348.35	13	9
C. A. Crysdale, Vancouver, B.C.....	9,000	10	535.90	5	6
McDermid & McHardy, Nelson, B.C.	9,000	10	385.00	11	1
A. D. Oddy, Castries, St. Lucia.....	9,000	10	360.65	12	1
R. W. Day, Edmonton, Alta.....	8,500	13	272.40	17	6
R. Hall, Brandon, Man.....	8,000	14	245.50	20	2
A. A. Bartlett, Charlottetown, P.E.I..	8,000	14	243.55	21	3
R. H. Robinson, Orillia, Ont.....	8,000	14	202.50	25	1
J. B. Cooke, Kingston, Ont.....	7,200	17	232.30	22	4
J. W. Ney, Bracebridge, Ont.....	7,000	18	324.65	15	5
W. H. Seymour, Hamilton, Ont.....	7,000	18	325.35	14	6
J. C. Gass, Shubenacadie, N.S.....	7,000	18	218.30	24	10
J. T. Purdon, Port Hope, Ont.....	6,000	21	269.35	18	1
H. B. Andrews, Stratford, Ont.....	6,000	21	149.30	33	5
R. C. Duncan, Petrolia, Ont.....	5,500	23	250.10	19	1
H. R. Gray & Co., Montreal, Que...	5,500	23	168.35	28	2
T. M. Cullen, Huntsville, Ont.....	5,000	25	3,142.00	1	1
F. B. Springer, Vancouver, B.C.....	5,000	25	278.00	16	7
W. M. Rowat, Winchester, Ont.....	5,000	25	227.70	23	3
G. H. Gillespie, Kingston, Ont.....	5,000	25	198.75	26	6
A. W. Ross, Winnipeg, Man.....	5,000	25	183.85	27	7
J. J. Gardiner, Smith's Falls, Ont....	5,000	25	166.45	29	10
J. H. Macabe, Toronto, Ont.....	5,000	25	165.90	30	4
H. B. McBain, Peterboro, Ont.....	5,000	25	161.85	31	5
E. S. Miller, Montreal, Que.....	5,000	25	157.10	32	4
A. H. Fair, Halifax, N.S. ....	5,000	25	139.75	34	4
D. N. Sinclair, Sarnia, Ont.....	5,000	25	104.25	35	2

THE number of names on the Honor Roll according to Provinces, is as follows :—

British Columbia .....	4	Ontario .....	16
Manitoba .....	2	Prince Edward Island .....	1
New Brunswick .....	1	Quebec.....	3
Nova Scotia .....	2	West Indies.....	3
North-West Territories ....	3		



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 1

Published by the Imperial Life Assurance Co'y of Canada

(2-1-05)

## \$5,000,000 OF NEW BUSINESS FOR 1905.

### *To Imperial Representatives :—*

It is the unanimous opinion of our representatives that our aim for 1905 should be \$5,000,000 of policies issued. Each Imperialite is thus practically making it his aim to increase his individual production of new business 25%. The Executive officers feel confident that this is a goal well within the reach of each Imperialite, and will do everything they possibly can to assist in attaining it.

Now our immediate aim for the **Month of January is \$417,000**, and we feel that individual effort on the part of each Imperialite will result in success—a splendid success. For the life assurance man the month of January has more prospects, opportunities, probably than any other period. There are a number of prospects who promised that the contract would be closed at the beginning of the year. Some whose business year closed 31st December were so busy it was difficult to approach them then, but now, they having completed a successful year's business, will welcome the suggestion of a life insurance policy as one of their first investments for the new year.

Individual effort and enthusiasm ensure success. Let each Imperialite assume his own responsibility and take his share of the load. Let each one keep before him the aim for the year, viz., an increase in his individual business of 25%. Then the GOAL is won.

With best wishes that 1905 will be your best year, I am

Yours truly,

*J. Bradshaw*

## "An Attempt to Mislead."

"It is the aim of the Manufacturers Life Insurance Company to conduct its business in a fair and honorable manner and in every way to add to the splendid reputation which the Company already has.

"It is not the practice of the Company to attack another company or to issue any literature or advertising which would reflect to the discredit of another company. When the Company is attacked by another company, however, it is sometimes necessary to say a word or two in defence. This is our reason for drawing attention to the following advertisement which appeared in the *Toronto Globe* on the 3rd December, 1904.

"The advertisement is entitled :—

### MODERN LIFE ASSURANCE.

"'That life insurance companies have wasted thousands of dollars through lack of experience in conducting the business is apparent to every well-informed man. With crude tables of mortality and inadequate rates to guide them there is no wonder that their losses have footed up a considerable sum, but there is no reason for a repetition of these mistakes in the future, because the Dominion Government has quite wisely enacted certain requirements which are bound to accomplish a great deal of good. Fortunately the Sovereign Life began business after the publication of the new British Mortality Tables and can, therefore, steer clear of the earlier mistakes. These tables are the most accurate in existence, embracing calculations from the records of sixty-six life offices upon upwards of one million of insured lives, whereas the Institute of Actuaries Hm. Mortality Table in use by other companies was compiled forty years ago from the experience of twenty life offices upon one hundred and fifty thousand lives.'

"This advertisement is evidently written to lead the public to suppose that the Canadian Life Companies have lost 'thousands of dollars' through using 'crude tables of mortality and inadequate rates.' As a matter of fact the Carlisle Table of Mortality was published in the year 1816, and since that date the companies have had a table which would be safer for a young company to use than the new tables referred to in the advertisement ; for the Carlisle Table produces higher premiums than the tables now in use.

"The Sovereign Life claims that the tables on which they base their premiums are the "most accurate in existence." It would be more correct to say that they represent the later experience of the British Companies ; and, although the data from which the new tables are derived is much more extensive, it is well recognized that the data used in compiling the Hm. Table is sufficiently extensive to give true averages.

"The vicious character of the whole advertisement will be seen at a glance, when it is stated that the Hm. Table, which the Sovereign Life attempt to discredit, produces higher net premiums than the table on which their premiums are said to be based.

"This sort of advertising is very short sighted, for the average man is apt to infer that a Company which endeavors to mislead the public as a whole, will also be liable to mislead the individual insurer.—*Agents' News.*"



## Form 476.

We call special attention to this form (476) because we are confident results will follow from the more general use of it. The form was prepared believing that it would be of assistance to our representatives in securing new prospects. It should be sent to the policyholder with each notice of premium or premium note falling due. We judge, from the quantity used, that a number of our representatives do not take advantage of this opportunity to increase their prospects. It is a great benefit to an agent to have names of probable insurers brought to his notice, and no doubt many of our policyholders will be willing to assist you, at least to the extent of filling out this form, if tactful attention be drawn to it. We have had many evidences that policyholders may be of valuable assistance in extending the business of the Company. An instance may be noted which occurred at the Head Office in December last. A young man, who insured with us some three years ago, was asked for the name of a friend who might insure and he mentioned his younger brother. In canvassing the younger brother attention was drawn to the advantage of securing assurance early in life, with the result that our policyholder increased his assurance to \$2,000, and his brother took a policy of \$1,000. \$2,000 of new assurance was thus secured for the Company as a result of "asking for prospects."

If you have not a supply on hand, kindly ask for some.

## Prompt and Satisfactory Settlement.

The following letter, received at Head Office, will be of interest to Imperialites :

FREDERICTON, N.B., December 7th, 1904.

*T. Bradshaw, Esq.,  
Sec'y Imperial Life Ass. Co.,  
Toronto.*

DEAR SIR,—Your Provincial Manager, Mr. A. McN. Shaw has to-day handed me cheque for \$5,000 in full settlement of claim under policies Nos. 4685 and 4686 on the life of my late brother, Martin Lemont.

When my brother applied to your Company for these policies at age forty-eight in the spring of 1901 he was in perfect health, and coming of a family who had all lived to be very old he was naturally looking forward to a long life of usefulness and business activity ; and insured in consideration of the investment, and with a view to the final disposition of his estate.

In less than three years he contracted typhoid fever, which after a protracted illness resulted in his death.

I have always considered a life policy in a good company the best investment a man can make, and shall take pleasure in recommending the Imperial Life, in which my two sons are now insured, for liberal and business-like treatment.

Thanking you for your promptness in the settlement of this claim, your cheque having been issued the day following the receipt of the completed claim papers.

I am yours very truly,

WILLIAM LEMONT.



## Re Correspondence.

Hereafter each envelope containing mail sent from the Head Office of the Company will be initialed by the clerk enclosing the mail matter in the envelope. The letters enclosed in the large envelopes will also be initialed by the mailing clerk. The Company's representatives are requested to return the envelopes with the mail matter which has been incorrectly enclosed. If there be a shortage in the prepayment of postage the envelope should also be returned. The object is to place upon the proper clerk in the Head Office the blame for enclosing letters incorrectly and for not sufficiently prepaying the postage. Representatives are also requested, whenever possible, to weigh the letters, upon which the Post Office Department claims more postage, before paying the shortage. The greatest possible care is being exercised at the Head Office, to sufficiently prepay postage, and it is sometimes thought that the Post Office Department may be in error. If so they should bear the blame for any incorrect overcharge demands.

## An Agent, An Applicant—Square Dealing, Tact, Success.

A man starts out as a lawyer, hangs up his shingle, and gets a client. His sole thought is to get the biggest fee he can out of his client. He handles his whole case with this one aim in view. He wins the case, but the chances are he fails to win the friendship, the confidence of the client. The client concludes his business with him, never goes near him again, and never recommends him. The man wonders why he doesn't succeed; complains that there are too many lawyers in the profession; after a time takes down his shingle and hires out as a clerk in a grocery store.

Another man starts out on his business career as a lawyer, hangs out his shingle, and gets a client. He bends every effort to please, to satisfy, to win the confidence of this first client. His every thought and aim are in this direction. He does not "figure" much on what his fee is going to be. He knows that, purely from a commercial standpoint, the value to him of this first client is not so much in the money he is going to make out of him, as in the other clients he is going to get through the good-will of this first one.

The man who fails in our profession fails nine times out of ten for the same reason as did the lawyer whose sole thought was to get the biggest fee he could out of his first client—who handled his case with this one aim in view. You may insure your man in this way, but you will fail to win his confidence, and he is of no further value to you.

### YOUR FIRST CLIENT IS YOUR GREATEST CAPITAL.

If you go at him to sell him the policy that you know is best adapted to his needs, irrespective of the commission there is in it for you—if you insure him in such a way that he feels you have done him a favor and not that he has done you a favor—if, when you have concluded your business with him, you yourself are conscious of the fact that you have worked in his interests and not solely in your own, that you have done by him as you would have some one do by you, then you are in a position to continue your acquaintance with this man, to meet him always on terms of business equality, to ask him to put you in touch with his friends, to say a good word for you whenever and wherever he can; AND HE WILL DO IT, TOO, FREELY AND GLADLY.

When you have insured a half dozen men in this way—if you have handled each of them with tact and have let them know that you regard them as your friends, you are bound to succeed in the profession of life insurance canvassing.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 2

Published by the Imperial Life Assurance Co'y of Canada

(16-1-05)

## The Imperial Record.

Much interest has been taken by those engaged in life assurance in Canada in the record of the Imperial Life—for the reason that the record is a unique one—no other company having ever secured the volume of business, made the substantial growth, or been able to make the security to policyholders so strong in the same period of time as the Imperial Life has. The Imperial adopted as its motto, and has ever lived up to it, "First and Paramount, Absolute Security to Policyholders." As some of our representatives were not with the Imperial in its early days, the table on the last page of this issue will prove interesting to them, and at the same time indicate the steady substantial growth in every feature which make for permanency and prosperity.

**For our 1905 Record we have adopted  
\$5,000,000**

policies issued. Can we accomplish this? The question has been asked Imperialites from the Atlantic to the Pacific, and the almost universal reply is "Yes." The Executive Officers likewise join in the reply, but with a reservation, viz., that each month shall produce its proportionate share of the total. If January yields 1/12th of the \$5,000,000 or \$417,000, and the other early months of the year likewise, there can be no doubt as to the final outcome. Our aim, therefore, now is

**\$417,000 for January.**

It can easily be secured if each one will take a hand in. Every representative has a number of good cases held over for the New Year. Now let us gather them in.

T.B.



## Honor Roll for December.

The Honor Roll records the monthly new business of those representatives who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of Times on Honor Roll
C. A. Armstrong, Truro, N.S. ....	44,000	1	2,849.00	1	6
J. A. Labelle, Joliette, Que. ....	34,000	2	1,103.65	3	8
Dr. D. Lowrey, Toronto ....	32,000	3	1,378.80	2	10
A. C. Belle Isle, Montreal, Que. ....	22,000	4	718.25	9	1
J. P. Beaudoin, Montreal, Que. ....	20,000	5	882.20	5	8
A. C. Champagne, Montreal, Que. ...	20,000	5	882.20	5	5
J. C. Gass, Halifax, N.S. ....	20,000	5	615.10	10	11
W. H. Seymour, Hamilton, Ont. ....	18,000	8	908.35	4	7
McDermid & McHardy, Nelson, B.C.	16,500	9	747.25	8	2
S. P. Saunders, West Indies ....	15,000	10	858.55	7	5
C. A. Crysdale, Vancouver, B.C. ....	15,000	10	608.20	11	7
J. W. W. Stewart, Vancouver, B.C..	14,000	12	548.40	14	5
A. W. Ross, Winnipeg, Man. ....	14,000	12	483.60	17	8
C. M. Turner, Calgary, Alta. ....	13,000	14	488.80	15	5
J. J. Gardiner, Smith's Falls, Ont. ...	13,000	14	448.25	18	11
A. E. Liddell, Montreal, Que. ....	12,500	16	424.70	20	6
W. A. Gibson, St. John, N.B. ....	12,000	17	587.10	12	5
J. H. Macabe, Toronto, Ont. ....	12,000	17	184.40	39	5
H. R. Gray & Co., Montreal, Que. ...	11,500	19	436.55	19	3
J. E. McCuaig, Ottawa, Ont. ....	11,000	20	564.00	13	6
H. B. Andrews, Stratford, Ont. ....	10,500	21	486.30	16	6
W. E. Kerr, Toronto, Ont. ....	10,000	22	316.15	26	4
R. A. E. Aitken, Lake Megantic, Que.	9,500	23	370.35	24	2
R. R. Garvin, Smith's Falls, Ont. ....	9,000	24	322.40	25	5
J. B. Cooke, Kingston, Ont. ....	9,000	24	312.05	28	5
W. G. Morrow, Peterboro', Ont. ....	9,000	24	262.60	31	4
J. P. Belanger, Montreal, Que. ....	9,000	24	248.35	33	3
I. Taylor, London, Ont. ....	8,500	28	281.60	30	2
H. B. McBain, Peterboro', Ont. ....	8,000	29	404.05	21	6
T. M. Grover, Regina, Assa. ....	8,000	29	313.65	27	7
R. E. Verge, New Glasgow, N.S. ....	8,000	29	219.25	36	5
J. W. Glenwright, Winnipeg, Man. ...	7,000	32	231.50	34	6
W. M. Rowat, Winchester, Ont. ....	6,500	33	303.90	29	4
J. K. Pickett, Toronto, Ont. ....	6,000	34	397.30	22	2
P. Dumoret & Co., Port of Spain, B.W.I. ....	6,000	34	387.40	23	2
A. S. Wickware, Ottawa, Ont. ....	6,000	36	187.00	38	3
C. W. R. Pearson, Yorkton, Assa. ...	5,000	37	260.00	32	1
F. B. Springer, Vancouver, B.C. ....	5,000	37	224.80	35	8
W. A. McCallum, Port Arthur, Ont. ...	5,000	37	193.00	37	2
R. H. Robinson, Orillia, Ont. ....	5,000	37	180.10	40	2
J. H. Black ....	5,000	37	176.75	41	1
R. W. Day, Edmonton, Alta. ....	5,000	37	135.90	42	7



## Leaders of the Honor Roll for 1904.

January.....	Dr. D. Lowrey, Toronto, Ont .....	\$14,500
February.....	A. Fraser, Montreal, Que.....	16,000
March.....	S. P. Saunders, West Indies .....	42,000
April.....	Rev. A. W. Ross, Portage la Prairie, Man.....	19,000
May.....	R. W. Day, Edmonton, Alta.....	18,000
June.....	Rev. A. W. Ross, Portage la Prairie, Man.....	18,000
July.....	Dr. D. Lowrey, Toronto, Ont.....	35,500
August.....	J. P. Beaudoin, Montreal, Que.....	16,500
	A. C. Champagne, Montreal, Que.....	16,500
September.....	J. H. Macabe, Toronto, Ont.....	15,000
October.....	S. P. Saunders, West Indies.....	11,500
November.....	P. Dumoret & Co., Trinidad .....	17,500
December.....	C. A. Armstrong, Truro, N.S.....	44,000

## The December Honor Roll.

It will be remembered that we asked for 50 names for the December Honor Roll. We would like to have seen that number, but 84% is a pretty good realization of an estimate. The December Honor Roll contains no less than 42 names, the amounts ranging as high as \$44,000, and the minimum \$5,000. It is a notable list—the largest in the history of the Company—it is well worth the careful perusal of every Imperialite, and it will be scanned with much eagerness and interest.

We congratulate Mr. Armstrong, of Truro, N.S., in taking first place both in premiums and amount. \$44,000 of insurance in one month, with premiums of \$2,849 is a notable record, but what is even more notable than this is the fact that over \$2,800 of the first year premiums were paid in cash.

Another notable Nova Scotian who takes a prominent place on the Honor Roll, is Mr. J. C. Gass. He secured \$20,000 of insurance, with a premium income of \$615.10. Mr. Gass has something still more remarkable to his credit, viz.,—that he has appeared on every month's Honor Roll since he commenced in February of 1904.

Mr. Gardiner, of Smith's Falls, is another Imperialite who has been able to maintain the same record. Here are magnificent examples of what can be accomplished by earnest, persevering effort.

Dr. D. Lowrey, of Toronto, takes second place on the Honor Roll for premiums for the month, \$1,378.80. His name has appeared ten times on the Honor Roll during 1904.

Some names have appeared on the Honor Roll for the first time. We welcome these gentlemen to the ranks, and hope that each succeeding month will likewise see their names,—

J. H. Black, C. W. R. Pearson, and A. C. Belle Isle.

## What Can be Accomplished.

The Executive Officers asked for \$600,000 of new business in December. The total policies issued reached the magnificent sum of \$691,360. No less than 42 agents secured amounts ranging from \$5,000 to \$44,000, while a large number of local representatives obtained from \$1,000 to \$5,000 each. Every member of the field staff appeared determined to have some share in the final month's work, and that determination was the feature which made the Imperial's 1904 business greater than that of any previous year in its history. We had as our 1904 motto "*To beat our best record,*" and we succeeded in doing so.

## Standing of the Agencies for December.

1. Montreal	10. St. John	18. Guelph
2. Head Office Agency	11. Stratford	Port Hope
3. Vancouver	Kingston	Hagersville
4. Ottawa	13. Regina	Petrolia
5. Halifax	14. Peterboro' City	22. Brockville
6. Winnipeg	15. London	Brantford
7. Central Nova Scotia	16. Peterboro' County	24. Charlottetown
8. West Indies	17. Port Arthur	25. Sarnia
9. Hamilton		

## 1904 Results

The year 1904 was the best ever experienced by the Imperial. In it we "Beat our Best Record." Here are some of the figures and a comparison with those of 1903:

	1903	1904	Increase
Applications received.....	\$ 4,450,000.00	\$ 4,580,000.00	\$ 130,000.00
New Policies issued.....	4,044,897.00	4,205,642.00	160,745.00
Net Cash Premium Income ...	493,781.37	597,418.87	103,637.50
Cash Interest Income.....	83,385.17	79,466.38	16,081.21
Total Cash Income .....	577,166.54	696,885.25	119,718.71
Total Assets .....	2,013,888.47	2,404,940.57	341,052.10
Reserve for Policies.....	1,428,637.00	1,768,706.00	340,069.00
Surplus on Policyholders' account .....	540,934.72	579,847.77	38,913.05
Insurance in force ...	15,408,442.00	17,672,050.00	2,263,608.00
Paid Policyholders and Beneficiaries .....	70,737.45	83,829.05	13,091.60

This is a magnificent record to ask prospective policyholders to share in, and is well worth exhibiting.



## Imperial Changes.

### PROVINCE OF QUEBEC.

1. **Mr. A. McN. Shaw**, who has successfully filled the position of Provincial Manager for New Brunswick, with headquarters at St. John, for a number of years, has been appointed Provincial Manager for the Province of Quebec, at Montreal. The selection of Mr. Shaw for the important office was made on the basis of his general agency record. Mr. Shaw is a gentleman who has rendered faithful and efficient service to Imperial Life interests, and it is expected that the bigger field over which he will have charge will feel the effect of his strong personality.

### PROVINCE OF NEW BRUNSWICK.

2. **Mr. Wm. A. Gibson**, Inspector of Agencies at Fredericton, has been appointed Provincial Manager for New Brunswick, with headquarters at St. John. Mr. Gibson has a unique record for securing applications for large amounts, with substantial premiums, and in refusing to rebate. Mr. Gibson at one time was a star agent for the New York Life, but now believes that there is nothing so good as *Imperialism*. The business record made by Mr. Gibson during his association with the Imperial, as well as his excellent character, and his thorough grasp of life insurance field work, are the features which appealed to the Directors in looking around for a successor to Mr. Shaw.

## Promotion by Merit.

It will be observed that the Imperial Life has followed its usual practices in connection with filling important vacancies, by appointing thereto tried and trusted men from its own staff. Merit, and merit alone, has been the basis of selection, the Directors believing that this principle must govern the management of every successful and well conducted business.

## The Care of Old Business.

The year 1904 was a particularly favorable one for The Imperial Life regarding lapsed, not taken and surrendered policies. We wish to make 1905 a record year in this respect, and this can only be attained by united effort. To this end let every Imperialite in aiming for an increase of 25% in new business also aim to decrease his terminations for the year at least 25%. It is obvious that it is much easier to induce a person to revive a lapsed policy than to secure a new policyholder. If a policy in your Agency is lapsed, ascertain the reason and remove any misunderstanding. A large percentage of lapses occur through carelessness on the part of the assured, or inattention by the Agent. Bear in mind that "prevention is better than cure in the matter of lapses." Be most careful in writing applications to secure definite and satisfactory settlement, so that none of your policies may have to be returned "not taken." Do not forget personal interviews bring best results. The Head Office will gladly assist you in the revival of lapsed policies. We ask the most strenuous effort of each Imperialite towards a decrease in terminations for 1905. May we count on YOU?



## Imperial Efforts—Imperial Results.

We quote an extract from an Imperialite's letter received at the Head Office this week :—

“I drove out this week in Yew weather. Nailed a 20-Year Endowment on Tuesday, and Wednesday I walked five miles out in the country. The weather was fierce, eight below zero. I met my prospect on the road; he informed me that he had lost a horse which had cost him \$150, by death a few days before, and that he could not think of taking on insurance. I realized that I had something to get over and pitched into him. It took me one hour and fifteen minutes to close him on a 20-Payment Life, Guaranteed Security Policy, and when he signed the application my fountain pen had frozen up.”

Yours very truly,

R. H. ROBINSON.

### Every Imperialite can now Qualify.

One of the aims which the Executive officers of the Imperial Life think every earnest Imperialite should have, is the securing of a place on each month's Honor Roll. In order that this may be accomplished we purpose having two Honor Rolls each month. One of these will be for those representatives who are devoting their entire time and attention to the Company's interests, the minimum amount required to secure a position on this Roll being \$5,000, joint business counting one-half. The second Honor Roll will be for those who do not devote their entire time and attention to the Company's interests, and the qualification for a position on this Honor Roll will be the securing of a minimum amount of \$3,000 personal business, joint business counting as one-half.

By this division it is believed that it is possible for every agent of the Company, no matter whether he be giving his entire time and attention to our interests or not, to secure a position on each month's Honor Roll. It is proposed further to make it interesting for those who qualify regularly, that is each month for the Honor Roll, the details of which, however, have not yet been fully elaborated. Let us, however, just say at the present time that it will be to the interest of every representative of the Imperial Life, no matter whether he is only devoting part of his time or otherwise to its interests, to secure a position each month on the Honor Roll.

As the number of times which an agent's name will appear on the Honor Roll will be a material factor in the contest, let us especially point out to you the necessity of qualifying for the January Honor Roll.

**Imperial Promptness.**

STRATHROY, January 7th, 1905.

I. TAYLOR, ESQ., Manager,  
Imperial Life Assurance Company of Canada,  
London, Ont.

Dear Sir,—I am indebted to the Company for the extreme promptness with which they have placed in my hands their cheque for \$1,000 in payment of my late husband's policy No. 7164. The cheque must have been issued immediately upon the receipt of the claim papers, as these were sent in to the Company only yesterday.

This prompt dealing with the matter, and the facilities furnished to me in the proving of my claim, are greatly appreciated.

If any opportunities present themselves, it will give me pleasure to speak of the Company's fair and considerate treatment of both my late husband and myself to any person I know of who is thinking of taking out an insurance.

Yours very truly,

MRS. CLINTON SMITH.

# AN IMPERIAL RECORD ONE WHICH HAS NEVER BEEN EQUALLED.

DEC. 31st	NET PREMIUM INCOME	INTEREST, DIVIDENDS, Etc.	TOTAL CASH INCOME	RESERVES	ASSETS	INSURANCE IN FORCE
1897	\$ 32,059.83	\$ 5,356.26	\$ 37,416.09	\$ 38,426	\$ 336,247.89	\$ 1,185,725
1898	154,946.77	12,464.11	167,410.88	180,761	677,061.71	4,169,125
1899	296,617.08	24,906.12	321,523.20	434,112	939,443.28	7,134,625
1900	258,883.40	35,968.64	294,852.04	597,488	1,102,092.24	9,226,350
1901	308,030.25	52,150.70	360,180.95	798,785	1,344,127.61	10,524,731
1902	409,277.13	71,952.01	481,229.14	1,102,531	1,660,777.19	13,384,119
1903	493,781.37	83,385.17	577,166.54	1,428,637	2,013,888.47	15,408,442
1904	597,418.87	99,466.38	696,885.25	1,768,706	2,404,940.57	17,672,050



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 3

Published by the Imperial Life Assurance Co'y of Canada

(1-2-05)

## Another \$417,000 Month.

From present indications, the business of January will come up to the volume which we asked for, namely \$417,000, being at the rate of \$5,000,000 a year. If we are as successful in the closing days of the month as we have been in the early part of the month, the \$417,000 will be secured.

By the time this reaches you we will have entered upon our February campaign, and in order to assist you in your efforts, we have mailed to each Imperial policyholder a copy of our "Best Annual Report," a report which indicates magnificent progress and substantial growth.

Let us suggest as one of the features of the February campaign, that you interview forthwith as many of the present policyholders as you possibly can in the expectation of increasing their insurance. This we feel can now be most advantageously done in the light of the excellent statement which our policyholders have received.

February is a short month, but with the Imperial's unsurpassed record, known to you and to our policyholders through our Annual Statement, we confidently believe that Imperialites will be able to do in the **28 days of February** what they have done in the 31 days of January.

## A Tribute to Imperial's Representatives.

Mr. E. T. Malone, K.C., in proposing a vote of thanks (at the Company's Annual Meeting held on the 19th January, 1905) to the provincial and district managers, inspectors and other representatives of the Company said :

The results exhibited in the report presented to-day have, as we have been told, no equal in the history of Canadian life assurance. This statement, however, does not fully convey what has been accomplished. In order to best realize our achievements we must consider them in the light of the operations of institutions similar to our own ; in doing this I desire it to be distinctly understood that I do not disparage in the slightest degree the excellent results of our competitors, with all of whom we are on the most friendly terms.

Immediately prior to the Imperial, two other life assurance companies commenced business and since the Imperial's advent five other life companies have appeared on the scene. If we treat all these seven companies as one organization and combine their results up to the close of 1903, the latest period for which we have official figures, on comparing their total results with those of the Imperial Life, as at the close of 1904, we have the following :

	Combined Companies.	Imperial Life.
Period of existence.....	27 years.	7¼ years.
Assets .....	\$1,731,089	\$2,404,941
Net reserves .....	1,118,272	1,768,706
Premium and interest income .....	691,290	696,885
Total deficit .....	367,086	.....
Net surplus .....	.....	129,848

The total general assurance in force of the seven companies amounted to \$18,118,883, or but \$446,833 in excess of the Imperial's total of \$17,672,050.

Considering with the foregoing facts that these seven companies have had the benefit of seven different boards of directors, seven sets of management, and seven agency organizations, we can begin to realize not only the phenomenal progress of the Imperial, but also the solid and substantial financial basis upon which the business has been conducted. And now let me ask, to whom is this present status of the Imperial Life due? Who have been the builders of this Imperial structure? Without doubt the agency staff of the company. These results were only possible as the outcome of the increasing labors, the intelligent representation and the unfailing loyalty of an earnest corps of field workers. The Imperial Life may well feel proud of its representatives from the Atlantic to the Pacific, for they have accomplished what no other agency force has been able to do in the same period of time. It, therefore, affords me great pleasure to move this vote of thanks to provincial and district managers, inspectors and agents of the Imperial Life.

## Benefits of Cash Payments.

Some Imperialites invariably get all or part cash in settlement of the first year's premium with each application. These are the men whose business sticks, whose accounts show no "not taken" policies, and who occupy now, or are fast approaching, the highest and best paying positions in the Company.



Others apparently attach no importance to the matter of cash settlements, their only ambition being to write a large amount of business, in settlement for which they rarely get any cash, and in many cases take notes which are uncollectable. These are the men whose accounts show a large percentage of "lapsed" and "not taken" business, who never reach any prominence in the business, and usually make a total failure of their work.

To which class do YOU belong? If to the first, and you have the ability to write a sufficient amount of business your future is very bright, but if to the latter, unless you change your mode of doing business, your failure is inevitable.

"Not taken" policies account for a large percentage of terminations, and, therefore, most Companies insist upon cash settlement in every case before delivery of the policy. The Imperial Life, however, in order to assist the agents, is willing to accept short date notes covering any portion of the first year's premium for which it is impossible to get cash with the application. If the agents of other companies can write all their business on a cash basis, Imperialites should be able to get at least part cash with each application. Do not abuse the leniency of the Imperial Life in this matter and thus give the Company cause to withdraw the privilege of taking notes. Be most zealous in securing satisfactory settlements hereafter. Your business will then be less troublesome, and the Company's terminations will be materially reduced.

### Western Canada.

The Directors of the Imperial Life, realizing the importance of the West as an insurance field, have decided to strengthen the Company's organization there, and to do everything in their power to increase the volume of business. The West in recent years has developed more rapidly than any other part of Canada, and those life companies that intend to be progressive, and to keep up with the advances which are taking place, must effectively rearrange their organization. Having this view in mind, the Directors of the Imperial Life have appointed Mr. J. W. W. Stewart, Western Superintendent of Agencies, with headquarters at Winnipeg. Mr. Stewart's jurisdiction will extend from Port Arthur in the East, to the Coast, and in his position we ask the hearty and sympathetic co-operation of all of the representatives of the Company in that field. There will, of course, be no change whatever in the present organization, with the exception that in the Territories and British Columbia three or four of the agencies will report direct to Head Office, instead of to Vancouver. Mr. Stewart's marked ability in organizing, and his excellent knowledge of the country, well fits him for this position.

### Province of Nova Scotia.

(a) Mr. J. C. Gass, of Shubenacadie, N.S., who held the position of Manager for Central Nova Scotia has been promoted to the position of Provincial Manager for that Province at Halifax. Mr. J. C. Gass, whose name is never absent from the Honor Roll, has proved himself one of the best personal producers of life insurance in the Lower Provinces. His business is of a satisfactory nature, and generally of an even character from month to



month. Mr. Gass is a gentleman of character, and one in whom the Directors of the Imperial repose the utmost confidence.

(b) Mr. C. A. Armstrong, the Imperial's representative at Truro, has been appointed Inspector of Agencies for Nova Scotia, a position which his past experience as a banker, and his more recent experience as a successful life insurance producer, eminently fits him for. Mr. Armstrong's business has been obtained from a good class of men, has been well paid for, and is of the character which greatly assists in the upbuilding of an agency. The appointment is one which the Imperial Directors believe will assist in materially strengthening its agency organization in Nova Scotia.

(c) Mr. A. H. Fair has associated himself with an important financial institution in Nova Scotia, and has been appointed Managing Director of it. Although The Imperial will not have Mr. Fair's entire time and attention as in the past, he will co-operate with the new management, and his name will no doubt be frequently seen on the Company's Honor Roll.

The Imperial Life desires to place on record its appreciation of the services rendered by Mr. Fair in the conduct of its business in Nova Scotia. Mr. Fair was one of the first representatives appointed by the Directors, and has continued in the Company's service for seven years. During that period he has been instrumental to a very large degree in building up the magnificent business which the Company enjoys in his Province. Every one associated with the Imperial wishes Mr. Fair success in his new enterprise.

#### Re Interest on Premium Notes.

It would appear that a few of the Company's representatives do not appreciate the matter of collecting interest on premium notes. The premiums on the Company's policies are made up on the assumption that the premium shall be paid annually in advance. When therefore there is a delay in the payment of premiums, it must necessarily follow that a loss shall occur unless interest is charged for the delay. It must not be overlooked that this is a peculiarity of the insurance business, and that it differs materially in this respect from the giving of a note in settlement of almost any other account.

The charging of interest on a note is following the principle of charging a higher premium when the premium is paid semi-annually or quarterly. As there is no difficulty in securing the higher premium under such cases, it would appear that there should be no greater difficulty in securing the payment of interest on a note. Representatives are apt to look at this matter from the standpoint of the individual and not from the Company's point of view. When it is remembered that there are hundreds of notes, aggregating thousands of dollars, the loss to the Company would be considerable if interest were not charged.

The following is the Company's rule respecting interest on notes:—

“No interest is charged by the Company on a note running for two months, or less, from the issue date of the policy, *when given for the first premium*,” but where a note is for a longer period, interest is “always payable for the full time of the note. Interest will be charged “on all notes given for renewal premiums.”

A few of the Company's representatives have taken the liberty of altering the Company's authorized note form by striking out all, or a portion, of the conditions printed thereon. This is strictly in violation of the Company's rule, and those few agents who are doing this will kindly accept this intimation to refrain from doing so in the future.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 4

Published by the Imperial Life Assurance Co'y of Canada

(15-2-05)

## THE HONOR ROLL.

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The success of a representative in the field is largely determined by his position on the Honor Roll from month to month. The test is not a severe one: all that is required to qualify is the securing of \$5,000 of personal business each month. There is not an active representative of the Imperial Life, who is devoting his time day in and day out to its service, but who can and should secure this amount of business. It is the minimum amount which such a representative should obtain. Although all months do not yield the same amount of business, yet it is believed that no month should yield less than \$5,000 of personal business, while other months will run from two to five times this amount.

Those representatives who do not devote their entire time to Imperial Life business should not secure less than \$3,000 of business in any one month. This amount could be obtained by every local agent if he determined to "put himself to it," and every Provincial and District Manager should see to it that each month the members of his local staff have secured enough business to obtain a place on Honor Roll B.

It is not the business which is secured in the last two or three months of the year that makes the year's record; it is the business which is secured day in and day out, week in and week out, month in and month out; it is the agent who takes his position regularly each month on the Honor Roll that at the close of the year can look back with satisfaction at his past record, and with no vain regrets for not having accomplished what he should have done.



## **Seek the Best Business.**

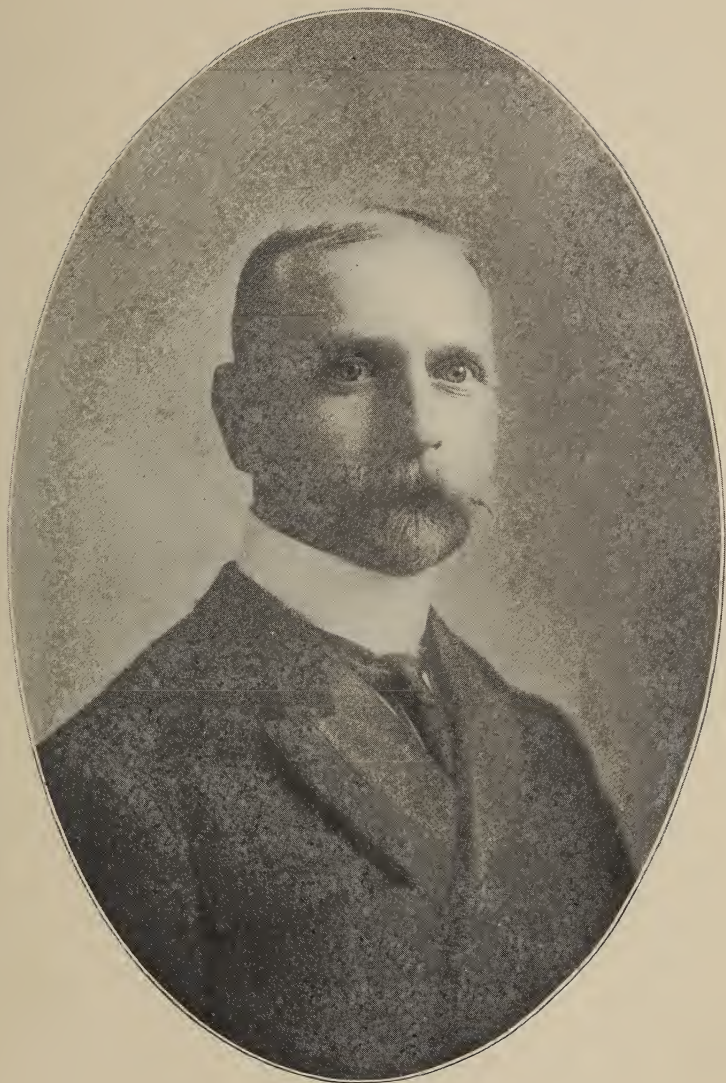
It is quite evident from the difference in the ratio of lapsed and not taken policies in our various agencies, as shown by the Head Office records, that some Imperialites are not retaining their business as they should. In the majority of cases of terminated policies the cause can be traced directly to the agent. Sometimes it is owing to lack of sufficient attention to the collection of renewal premiums, but in most cases the cause lies in the securing of the application, either through insufficient explanation of the policy contract, the taking of worthless notes in settlement, or the writing of an undesirable class of people. The latter is perhaps the greatest evil, and we would strongly urge our agents to direct their energies towards insuring the better element in their community. This class of business will prove much more permanent, more profitable to the agent, and more satisfactory to the Company. Every agent will necessarily have a certain number of policies unavoidably lapse, but these must not be allowed to reach abnormal proportions. This will not be if your agency is properly managed. There is no excuse for a large percentage of not taken policies, as the chief cause for this is lack of care in securing satisfactory settlement with the application. In practically every case all or a portion of the first premium can, by a little tact on the part of the agent, be secured in cash, and this will almost invariably ensure the placing of the policy when issued. While the Company, in order to assist the Field Staff, is willing to accept short date notes, these must not be taken in any case where there is any doubt as to their being paid at maturity. If this privilege continues to be abused by the agents taking notes which are worthless, the Company will be compelled to withdraw the concession. The permanent success of an agent depends upon his writing a permanent class of business. In the conduct of your agency, therefore, systematically look after the collection of renewal premiums, earnestly endeavor to secure cash settlement with each application, do not take, on behalf of the Company, notes which you would hesitate to accept personally, and do not waste your energies canvassing for business which is not likely to remain on the books. Thus will you win favor with the Company, and your policyholders.

## **\$40,000—15-Year Endowment—Premium, \$2,716.00.**

It is our purpose in future to devote a portion of each issue of the "AGENTS' NEWS" to the description of some one of the policies for large amounts which the Company is constantly being called upon to issue. This new feature, we trust, will have a two-fold advantage. In the first place, it will furnish to our representatives, for their own encouragement and for use in canvassing, convincing proof of the confidence which prominent business and professional men have in the Imperial's prosperity and strength. And, secondly, it will be an instructive study to examine, in some detail, the contracts which attract prudent and successful men in all the walks of life.

One of the large policies which helped to swell the Imperial's total at the end of last year was that of Mr. Frank Stanfield, the well known woollen





JAMES S. WALLACE

PROVINCIAL MANAGER

**The Imperial Life Assurance Co. of Canada**

WINNIPEG, MAN.



manufacturer, of Truro, N.S. Mr. Stanfield had been carrying \$5,000 with the Imperial Life since 1899, and last December he was induced, by the efforts of our representative, Mr. C. A. Armstrong, to take out an additional \$40,000. Both policies are on the 15-Year Endowment Plan.

Mr. Stanfield's latest policy is written at age 33, annual premium, \$2,716. If he dies within fifteen years, the beneficiary receives \$40,000. If he survives fifteen years he may choose

<i>Cash.</i>	<i>Paid-up Insurance.</i>	<i>Life Income.</i>
Reserve, Guaranteed..... \$40,000	A Paid-up Policy for \$91,120.	A Life Annuity of \$3,440.
Surplus, Estimated. 10,240	(That is, \$2.23 of paid-up insurance for every \$1.00 invested, and in addition the protection of \$40,000 insurance for 15 years).	
<u>\$50,240</u>		
(That is, \$1.23 in cash for every \$1.00 invested, in addition to \$40,000 insurance protection for 15 years).		

If it is desired to express these results in dollars and cents, the following is probably as fair a method as can be adopted. The cheapest annual cost at which \$40,000 insurance could be obtained is the 15-Year Term Rate, which is \$572.00 at age 33. Therefore, at the very lowest computation,

The 15 years insurance is worth (15 times \$572).....	\$ 8,580
Add the "Total Cash Value" as above .....	50,240
	<u>58,820</u>
Total value of benefit received .....	58,820
Compare this with premiums paid (15 times \$2,716) ....	40,740
	<u>\$18,080</u>
Value in excess of amount paid.....	\$18,080

N.B.—THIS IS ALMOST EXACTLY  $4\frac{1}{2}\%$  COMPOUND INTEREST ON THE MONEY INVESTED OR OVER  $5\%$  AT SIMPLE INTEREST.

A matter of the utmost importance in the eyes of men who take insurance for business purposes is the size of the Cash Surrender Values. In this respect, the 15-Year Endowment excels almost every other policy. For instance, the Cash Surrender Value after five years, endorsed in the policy now under consideration, is \$8,520. Accordingly, if Mr. Stanfield withdrew at the end of 10 years, the account would stand:—

Premiums paid (10 times \$2,716) .....	\$27,160
Cash Surrender Value .....	23,720
	<u>\$3,440</u>
Cost of \$40,000 insurance for 10 years.....	\$3,440

This is at the rate of \$8.60 per annum for each \$1,000. Note, that if a 10-Year Term Policy had been taken out for \$40,000 at the annual premium corresponding to age 33 (\$548), the cost of the 10 years' insurance would have been \$5,480, as compared with only \$3,440 under a 15-Year Endowment.



It appears, therefore, that in insurance as in everything else, the maxim holds that "The Best is the Cheapest." In the long run an Endowment costs far less than the cheapest form of Term policy. If the insurer cannot afford to pay the price for an Endowment, he must be content with a cheaper plan ; but if he has the money to invest, we know of no investment which combines so many desirable features as a 15-Year Endowment.

### The Cost of Delay.

CALGARY, 31st January, 1905.

"I have to report the death of Mr. G. M. Gordon, holder of Policy 10,887 which occurred on Saturday last, the 28th inst., as the result of an operation for appendicitis.

His policy, as your records will show, is in a lapsed condition. A note was taken at two months for his last half yearly premium of \$18.30, due 1st Sept., 1904, which note became due on the 4th Nov., 1904, and has not been paid.

I may add that I made every possible effort to have the deceased pay this premium, calling on him at least a half dozen times for this purpose. About ten days previous to his death, meeting him on the street, I spoke seriously to him about the matter, and the importance of his paying the premium and putting his policy in good standing, at which time he promised to do so at an early date.

(Sgd.) C. M. TURNER,  
*Inspector."*

### Prompt and Satisfactory Settlement.

BOTHWELL, Ont.,  
22nd January, 1905.

DEAR SIR,—Your Inspector, Mr. A. W. Ross, has to-day handed me your Company's cheque for \$500 to cover full claim under Policy No. 12457 on the life of my son, George Smith.

We took out the insurance only last April, and no idea of his dying ever entered our minds, but unfortunately that dread trouble, appendicitis, seized him, and in a few days he was dead.

I must thank your Company for the most prompt and satisfactory manner in which they have paid this claim ; the cheque for the claim was issued immediately the claim papers were received at Toronto.

You can depend I shall always recommend my friends to go to the Imperial Life when they want to insure their lives. Thanking Mr. Ross and your Company for promptness in settling the claim, I am,

Yours very truly,

AGNES J. SMITH.

## J. S. Wallace, Winnipeg, Provincial Manager for Manitoba.

One of the first representatives to connect himself with the Imperial Life was Mr. James Stoddart Wallace, his association dating back to September 15th, 1897. He entered the Company's service as City Agent, and has been promoted successively to Inspector, Joint Manager and Provincial Manager, which latter office he now enjoys with much credit to the Company and himself.

Mr. Wallace is a comparatively young man, having been born in Paisley, Lanark, Scotland, on the 13th day of September, 1865. He has the grit of the Scotchman, and all the optimism of the westerner—a combination which in no small measure accounts for his success with the Imperial. Mr. Wallace is not only an excellent personal producer of life assurance, but has the faculty of selecting and surrounding himself with able lieutenants. An important feature of Mr. Wallace's business is, that it exhibits a lower termination rate than that of any other of the Company's representatives. The author of this sketch, whose picture accompanies it, has set out this year to produce from his agency \$500,000, and those who know his energy and stick-to-it-iveness will not hesitate to believe that he will be successful.

## New Appointments.

The following gentlemen have recently joined the field staff, and give promise of becoming true Imperialites :—

W. A. Morgan, Winnipeg, Man.	J. J. Jacques, Paisley, Ont.
G. S. Mohr, Headley, B.C.	R. H. Vair, Norwich, Ont.
J. T. McGeary, Toronto, Ont.	J. L. Haggan, St. Thomas, Ont.
R. W. Vanderwater, Toronto, Ont.	S. A. Conklin, Westport, Ont.
J. S. Hoath, Toronto, Ont.	

Mr. H. LeRoy Shaw, son of Mr. A. McN. Shaw, has been appointed Secretary-Treasurer of Montreal Office. Mr. Shaw has had active experience in the banking business, which will stand him in good stead in his new appointment.

## Standing of the Agencies for January, 1905.

1. Head Office Agency	10. London	19. Peterborough Co.
2. West Indies	Guelph	20. Edmonton
3. Ottawa	12. Brockville	Regina
Montreal	Kingston	22. Port Arthur
5. Winnipeg	14. St. John	Newfoundland
6. Vancouver	15. Nelson	Brantford
7. Calgary	16. Hamilton	25. Sarnia
Halifax	Port Hope	Brandon
9. Stratford	Petrolia	

## Honor Roll "A" for January.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.
Dr. D. Lowrey, Toronto . . . . .	58,500	1	2,147.15	1
C. M. Turner, Calgary, Alta. . . . .	17,000	2	606.00	3
J. W. Ney, Bridgetown, Barbadoes. . . . .	12,500	3	629.85	2
F. B. Springer, Vancouver, B.C. . . . .	12,000	4	420.80	4
J. S. Wallace, Winnipeg, Man . . . . .	11,000	5	362.90	5
A. C. Belle Isle, Montreal, Que. . . . .	10,500	6	322.35	6
H. B. Andrews, Stratford, Ont. . . . .	9,000	7	318.80	7
A. W. Ross, Winnipeg, Man. . . . .	9,000	7	279.80	10
C. A. Crysdale, Vancouver, B.C. . . . .	7,000	9	280.20	9
J. C. Gass, Halifax, N.S. . . . .	7,000	9	274.40	11
C. A. Armstrong, Truro, N.S. . . . .	7,000	9	162.30	20
J. H. Macabe, Toronto, Ont. . . . .	6,000	12	250.20	12
J. T. McGeary, Toronto. . . . .	6,000	12	237.30	13
W. A. Gibson, St. John, N.B. . . . .	6,000	12	216.50	14
J. O. McCarthy, Toronto . . . . .	5,500	15	146.30	21
W. H. Seymour, Hamilton, Ont. . . . .	5,000	16	295.85	8
C. F. Stewart, Whitby, Ont . . . . .	5,000	16	194.25	15
Israel Taylor, London, Ont . . . . .	5,000	16	190.35	16
J. B. Cooke, Kingston, Ont. . . . .	5,000	16	188.40	17
R. H. Robinson, Orillia, Ont. . . . .	5,000	16	179.75	18
R. C. Duncan, Petrolia, Ont. . . . .	5,000	16	164.30	19
R. R. Garvin, Smith's Falls, Ont. . . . .	5,000	16	126.80	22

## Honor Roll "B" for January.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.
J. B. Waddell, Carleton Place, Ont. . . . .	20,000	1	1,050.00	1
P. Dumoret & Co., Port of Spain. . . . .	16,000	2	996.85	2
W. G. Reburn, Toronto. . . . .	16,000	2	523.15	3
McDermid & McHardy, Nelson, B.C. . . . .	7,000	4	326.80	4
J. J. Jacques, Paisley, Ont. . . . .	3,000	5	85.75	5



## Notes.

Head Office Agency takes first rank in "Standing of the Agencies" for January, also first on Honor Roll "A." Mr. McCarthy states that every effort will be made by his staff to hold these two positions each month this year. This is a pretty large contract.

Mr. J. W. Ney sent a good contribution to the January business from the West Indies, ranking second on Honor Roll "A" in regard to premiums.

Messrs. Springer and Crysdale made a splendid record for January, viz., \$19,000. When these gentlemen join forces in February and succeeding months they will make the running for first place on the Honor Roll rather hard.

Mr. J. C. Gass is again on the Honor Roll. It will be remembered that Mr. Gass and Mr. Gardiner last year held the record for number of times on the Honor Roll during the year.

Mr. J. B. Waddell is to be congratulated on the splendid volume of business secured by him during January. Although Mr. Waddell ranks in Honor Roll "B" it will be noticed that he could this month take a good position on "A."

Mr. W. G. Reburn makes a splendid showing for January. He states that he will make a record on Honor Roll "B" this year. Mr. Reburn believes in keeping in close touch with his policyholders, and his experience in January shows the wisdom of this practice, for no less than \$14,000 of the \$16,000 secured by him, was additional assurance taken by present policyholders.

## What the Men at the Gun Think About the 1904 Annual Report.

*Mr. W. M. Lawrence, Lindsay, Ont.:*

"Just received to-day Annual Report. I am pleased with it."

*Mr. H. B. McBain, Peterboro', Ont.:*

"I am in receipt of a copy of the Annual Report of the Company for the year ending 1904. This is very satisfactory."

*Mr. J. S. Wallace, Winnipeg, Man.:*

"I am in receipt of our Annual Report, which I have read very carefully, and must congratulate the Company on its magnificent showing for the year 1904. When we realize that the Imperial Life has more than achieved, during  $7\frac{1}{4}$  years, the results and efforts of seven separate companies who started business on or about the same period as ourselves, it is the means of making one proud of being connected with such a progressive institution."

*Mr. Israel Taylor, London, Ont.:*

"The Annual Statement for 1904, just received, is certainly one in which the Company and policyholders alike may well take pride, and will no doubt be a source of great satisfaction to the Company's representatives, and an inspiration to greater efforts to make the year 1905 more successful than even the past year has been.

*Mr. S. R. Stewart, Brantford, Ont.:*

"Our Annual Report for 1904 received, and I have perused same with a great deal of pleasure, showing as it does marked advancements in all parts that go to make a successful life company for the public to insure in."

*Mr. W. J. French, Glencoe:*

"I may say that the Annual Report now before me is very satisfactory in every particular. Pages 5 and 10 showing the progress and growth of the Company are worthy of note."

*Mr. John Cawley, Brockville:*

"I received a copy of the Annual Report for 1904. It must be gratifying indeed to the 'Imperial' policyholders to be identified with such a progressive and up-to-date life assurance company, showing such a marked increase in all its different branches, without a parallel in the history of life assurance."

*Mr. W. H. Seymour, Hamilton:*

"Personally, I am particularly pleased with the large addition to the surplus account, and the continued high rate of interest earned by the Company. A few more reports will insure a measure of success that will place us beyond the reach of competition."

*Mr. W. D. Marshall, Port Robinson:*

"Annual Report received O.K., and am pleased to see progress made in past year, and I think it will not be very long till the Imperial Life will head the list of insurance companies."

*Mr. R. R. Garvin, Smith's Falls:*

"It is with very great pleasure and satisfaction that I note the progress made during the year, and especially so knowing I had a part in the work, small as it may have been. With such a magnificent record for 1904 to refer to we should be able to close business easier."

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 5

Published by the Imperial Life Assurance Co'y of Canada

(1-3-05)

## \$1,250,000 OUR AIM FOR FIRST QUARTER

In view of the large volume of business written during January and February this year, we feel confident that we can make the month of

### **March a Five Hundred Thousand Dollar Month,**

and thus make the first quarter realize its share of the five million for the year 1905. Our experience has been that during the last month of the year the representatives in the field make a special effort for business, and usually the volume of applications received doubles that of any other month of the year. Now, as March is the last month of the first quarter, we would ask that each Imperialite bend every energy to make this a record month. This can be accomplished without a doubt if each Imperialite bears his share in striving to reach our aim. We know from experience in the past what splendid results attend individual effort. Let us, therefore, reap the benefit of this former experience and each one contribute his fair share.

Some of our representatives, overlooking the fact that February was a short month, found that when the 28th day came they had not completed the business which they expected. Now March gives to them an excellent opportunity to retrieve themselves; it is a long month, and those who were "caught napping" in February should develop applications in each one of the days in March.

In making March a record month for new business we also desire that the Honor Rolls shall be record ones. We have missed the names of some of our representatives from the Honor Roll, who should have no difficulty in securing a place. We want their names to appear there this month.



## "The First Seven Years' History."

The following figures indicate the progress made, the financial strength attained, and the profit-earning power of each Company after being seven full years in business.

Company.	Insurance in force.	Total Assets.	Net Surplus. Being surplus above all liabilities to policy- holders and Capital.
<b>Imperial</b> .....	<b>\$17,672,050</b>	<b>\$2,404,940</b>	<b>\$129,848</b>
Federal.....	10,829,837	168,195	-19,521
Great West.....	10,263,259	723,189	123,109
Manufacturers' .....	9,555,300	821,321	50,316
North American.....	6,974,390	542,319	54,896
Confederation .....	5,465,859	456,839	75,026
Royal Victoria (6 years)...	3,924,770	398,642	-108,056
Northern .....	3,586,160	404,412	-56,077
Sun .....	3,374,683	336,396	19,867
Excelsior.....	2,803,621	250,114	443
Dominion .....	2,397,977	245,690	12,148
Canada Life.....	2,349,608	217,758	Not obtainable
Mutual Life of Canada....	1,699,301	110,209	23,387
Peoples' .....	1,247,651	58,728	-45,712

The position of the Imperial Life as above indicated in regard to "Net Surplus" is so far ahead of all competitors that it might be thought that it is or must be stated in the most advantageous way possible. Such is not the case. The Imperial Life has provided special reserves, or reserves in excess of the Government requirement, to the extent of \$117,315. If the reserves were computed on the Government Standard instead of the higher basis adopted by the Company, the surplus would be increased by \$117,315, and would amount to \$247,163.

### John Christie Gass, Halifax, Provincial Manager for Nova Scotia.

Mr. Gass is one of the Company's most recently appointed Provincial Managers, his field of operations being the Province of Nova Scotia, with headquarters at Halifax. Mr. Gass has succeeded to the splendid business vacated by Mr. A. H. Fair, who placed the Imperial Life's name favorably and strongly before the people of the Province by the Sea during the past seven years. Mr. Gass is a Nova Scotian by birth, having been born in Shubenacadie on the 17th day of December, 1861. He commenced his business career with the Imperial Life on the 1st day of April, 1903, ever since which time he has been an earnest advocate of Imperialism, and a successful producer of Imperial business. There is, perhaps, no more loyal member of the Imperial Life staff than Mr. Gass; moreover, he has proved himself an indomitable worker. He made a record for himself in 1904 by being on the Honor Roll every month excepting one. Mr. Gass is a man of sterling character, of strong



JOHN C. GASS

PROVINCIAL MANAGER

*The Imperial Life Assurance Co. of Canada*

HALIFAX, N.S.





personality, full of enthusiasm and possessing excellent tact and judgment in working with the members of his field staff. He has succeeded to a very excellent position, his field having great possibilities, and without doubt good reports will be received from him from time to time.

### The Necessity for Correct Answers.

The attention of the Company's representatives is called to the importance of correct answers being given to questions "5," "8," "9" and "10" on page "1" of the application. A great many mistakes are being made in answering these questions, which necessitate sending with the policy, form "87" to amend the application. Oftentimes these forms are overlooked, and the policies are delivered before having the forms signed. Then is occasioned the writing of a great number of letters before the forms can be secured. Some complain of these forms being a nuisance, and that they sometimes interfere with the placing of the policy, while, on the other hand, the Head Office becomes very wearied in writing for them.

All of this trouble may be obviated by the exercise of a little more care *on the part of the representatives* in filling up the application. To assist the representative we give a few examples of how to obtain correct answers to the above questions. Consider first, section "B" of question "5" on page "1" of the application. To find the year in which the applicant was born, subtract from the year in which his next birthday will occur, the number of years old the applicant is at his next birthday. For instance—an applicant states he will be 23 years of age on the 28th of January, 1906. To ascertain the correct year of birth subtract 23 from 1906. This will give 1883, or in other words the applicant was born on the 28th of January, 1883. If it is desired that the policy should be dated back as provided in rule "6" on page "2" of the Manual of Instructions, subtract his age last birthday from the year in which his last birthday occurred. For example, the above applicant states he was 22 his last birthday; subtract 22 years from 1905. This will give 1883. In other words, the applicant was born on the 28th of January, 1883.

Another instance—the applicant states he will be 31 years of age his next birthday, and that his birthday is on the 25th of June. Subtract his age next birthday, namely 31, from the present year, 1905. This will give 1874, or in other words, he was born on the 25th of June, 1874.

The importance of intimating the correct year of birth will be appreciated when the answer to question 10 (b) is required. The premium as stated in answer to question 10 (b) must be the premium at the age as indicated by the answer to question 5 (b). For instance, if an applicant states he will be 21 his next birthday, which birthday we will assume is the 28th of March, it will be apparent from the foregoing paragraph that he was born on the 28th day of March, 1884. The premium at age 21, under the 20 Payment Life System, for instance, is \$27.95. That is, the year of birth, 1884, gives the age 21, and the

premium should be \$27.95. If, however, the year of birth is stated to be 1883, and the premium in answer to 10 (b) is stated to be the premium at age 21, confusion at once arises, and the Head Office are unable to determine accurately the correct age. In such cases the Head Office assumes that the year of birth has been incorrectly stated, and the policy is written at the age as indicated by the premium set down in answer to question 10 (b).

To obtain the proper answer to question 9, sections "b" and "c," copy the heading of the page in the Manual on which the premium rate is found. This is a very simple matter, for the heading is printed in distinct type and the answer to question 9 (c) must be apparent when quoting to the applicant the values of the policy at the end of the Accumulative Surplus Period. There can be no excuse for an incorrect answer to this question.

Representatives are earnestly urged to become thoroughly familiar with the manner of ascertaining the age and the year of birth and to practice copying the name of the system of assurance as stated in the Manual of Rates when giving the answer to section "b" and "c" of question "9."

The importance of having the answers to the questions in the application correctly given will upon reflection be apparent. The application is the agreement between the company and the assured, upon which agreement the Company issues its contract to pay a large sum of money. In case of a dispute at law, the Company's position may be very seriously prejudiced if its contract is not issued in strict accordance with the agreement (that is the application) between the assured and the Company. It is well known that the technicalities arising in process of law are very numerous, and are considered very important, particularly in life insurance law.

### **Bank vs. Assurance.**

In these modern times the man is seldom met who will not admit the value of life assurance. The antipathy to assurance that once existed has passed away, and is now classed with the anti-machinery cry and other benighted prejudices. But the life assurance agent still occasionally meets men who, while they admit the value of life assurance as a protection, claim that they could invest their money to better advantage in a bank.

Mr. T. H. Percival, of Merrickville, Ont., one of the most successful manufacturers of the Province, evidently thinks otherwise. He has carried \$5,000 in the Imperial Life since 1902, and on 15th January last he gave his application to the Imperial's representative, Mr. J. B. Waddell, for another \$20,000.

The new policy is on the 20 Year Endowment, Guaranteed Security plan (age 35) and calls for an annual premium of \$1,050. The following statement is the best evidence as to whether Mr. Percival is doing wisely in taking his money out of the bank. The figures given below may easily be verified by reference to the Imperial's rate book.

(1) Number of prems. paid.	(2) Amt. of prems. paid.	(3) Amt. paid by Com- pany in event of death.	(4) Difference between 2 and 3.	(5) Prems. paid with 3½% comp. int.	(6) Difference between 3 and 5.
2.....	2,100	20,000	17,900	2,211	17,789
5.....	5,250	20,000	14,750	5,828	14,172
8.....	8,400	20,000	11,600	9,837	10,163
11.....	11,550	21,050	9,500	14,282	6,768
14.....	14,700	24,200	9,500	19,211	4,989
17.....	17,850	27,350	9,500	24,675	2,675
19.....	19,950	29,450	9,500	28,644	806
20.....	21,000	30,500	9,500	30,732	-232

N.B.—EVERY FIGURE IN THE ABOVE STATEMENT IS GUARANTEED.

If Mr. Percival survives the 20 years he receives :

Reserve, Guaranteed.....	\$20,000
Surplus, estimated.....	6,920
Total Cash Value.....	26,920
Add value of 20 years Insurance Protection of from \$20,000 to \$30,500 (based on 20 Year Term Rate for average amount \$25,250)....	8,282
Total Value of Benefit received.....	35,202
Compare with amount of premiums paid with 3½% compound interest.	30,732
Value over and above a 3½% investment .....	\$4,470

NOTICE TO POLICY-HOLDERS

The significance of the above statement is too obvious to require comment. No matter whether the assured survives the endowment period or not, the results given by the insurance policy are superior to those derived by depositing the premiums in a bank.

### A New Publication.

We send you with this issue of the *Agents' News* a new publication entitled "*A Few Suggestions to Assist Our Representatives in Retaining Business.*" The object of the "*Canvassing Book*," with which every agent is, or should be, familiar, is to assist in getting business ; but business, once received, must be retained in order to prove profitable to the policy-holder, to the agent, and to the Company. It has, therefore, been thought desirable to supplement the "*Canvassing Book*" by the brochure now placed in your hands ; the one to be carried in the pocket for use in the field, the other to be hung up by your desk for use in the office.

It is the aim of the Company to attain during the present year the leading place among Canadian Companies, as far as a low percentage of "lapsed" and "not taken" policies is concerned. To attain this end it is necessary that the Reinstatement Department at Head Office be given loyal support. While Head Office may in a number of cases prove of very valuable assistance in arranging for the collection of an overdue note, or for the revival of a lapsed policy, yet for obvious reasons the agent himself must be relied upon to do the bulk of the



work. Head Office will keep each agent constantly reminded of the terminated cases in his agency which require attention, and if the agent will heartily co-operate by giving each case, where possible, his personal consideration, we feel confident that at the end of 1905 we will be able to congratulate ourselves upon having made a larger gain in insurance in force than we have in any previous year. Our motto this year should be kept ever before us.

*"What we have we'll hold."*

### The Penalty of Lapsing.

The following letter was recently received by the Company from Mr. J. C. Gass, Provincial Manager at Halifax. It should prove a warning to those who have allowed their policies to lapse, and should draw one's attention very forcibly to the uncertainty of life. We trust this item may prove of interest to those who are endeavoring to bring about the revival of terminated policies.

SHUBENACADIE, N.S.

*Mr. T. Bradshaw,*

*Secretary Imperial Life Assurance Co.,*

*Toronto, Ont.*

*Re Policy No. 11269, John A. McDonald.*

DEAR SIR,—As you are aware this policy has lapsed because of non-payment of premium due November 1st, 1903.

I have to inform you of the death of Mr. McDonald, which occurred on the night of the 4th inst. He and a companion were walking the railway track when they were overtaken by a train, and Mr. McDonald was terribly mangled.

Mr. McDonald had been repeatedly written to in respect to his premium, and had promised to pay on the 9th of April last, and although reminded several times of his standing, had failed to reinstate himself.

Yours truly,

JNO. C. GASS.

### New Appointments.

The Imperial Life continues to attract first-class men to its agency staff. The following have been recent appointments :—

Thos. Male, Listowel, Ont.

H. & S. Cooper, Mangrove Bay, B.W.I.

Alex. Campbell, London, Ont.

G. W. Jarrell, Kingston, Ont.

T. Magwood, Stratford, Ont.

## What the Men at the Gun Think about the 1904 Annual Report.

*Mr. G. W. Gemmill:*

"I am sure your Annual Report for 1904 must be very gratifying to both your representatives and policy-holders; it shows from start to finish how clearly you live up to the Company's motto, 'First and paramount absolute security to policy-holders.'"

*Mr. W. H. Harper:*

"I think every policy-holder in the Imperial Life should be proud to have a policy in such a Company. The Annual Report must be as satisfactory to the management as to the policy-holders. It is certainly an exceedingly gratifying report to present."

*Mr. H. Thomson:*

"I think the Annual Report for 1904, sent out by the Imperial Life, is an excellent one, showing a steady increase in each year's business which certainly predicts a great future for the Company."

*Mr. S. A. Conklin:*

"I received the Report for 1904 recently, and wish to say that it by far exceeds my expectations, not only in the volume of business written, which I consider enormous for a Company of the Imperial's age, but also in every other feature which tends toward the upbuilding of a first-class Life Insurance Company."

*Mr. Jos. W. Heiserman:*

"I am more than pleased with the Annual Report. I have several other companies' reports, but none to equal the Imperial Life's."

*Mr. F. A. Perry:*

"I might say that the Annual Report is very satisfactory indeed, both from my view as an agent and a policy-holder, and consider that where it receives careful perusal from intending insurers, it will be beneficial in assisting us to get new business."

*Mr. R. H. Robinson:*

"I beg to say that the excellent Report of the past year is one which all Imperialites should feel proud of, and should be of great value to the field staff to start out with renewed vigor to meet all competitions and obtain still greater results for 1905."

*Mr. J. B. Cooke:*

"I notice in looking over the last Annual Report that in every feature it shews substantial advancement. Every Imperialite can properly say, in the light of the Company's magnificent Annual Report, bowing respectfully to the past and rendering justice to the present, we salute the future and progress."

*Mr. G. H. Gillespie :*

"I am in receipt of the Annual Report setting forth very concisely the standing of the Company, and the progress made last year, which is indeed most gratifying, being entirely in keeping with this great Canada of ours."

*Mr. R. A. Reville :*

"As a policy-holder in your Company I must congratulate you on your splendid shewing for the year. As a policy-holder in many other companies, your splendid average rate of interest especially appeals to me."

*Mr. D. N. Sinclair :*

"I have the honor to acknowledge the receipt of a copy of your last Annual Report and am pleased to note the phenomenal growth of the Imperial Life, which must be satisfactory alike to policy-holders and shareholders of the Company. The character of the assets is such as to inspire confidence in the management, and the interest earned on your investments will enable policy-holders to look confidently to a realization of the 'estimated surplus' on their policies."

*Mr. T. M. Grover :*

"When we consider the Imperial Life issued its first policy in October, 1897, and glance at its wonderful development to-day, every Imperialite should feel proud of our Company."

*Mr. A. W. Ross :*

"The Annual Report is to me an inspiring, concise, and very helpful resumé of the past year's work and present understanding of the Company's business. The facts contained in it will be of very special aid in this year's work."

*Mr. W. A. Gibson :*

"When one realizes the steady growth and wonderful success the Imperial Life has had, and especially the last year's record, it encourages us in the field, and the statement, such as on page 10, showing the increase in the business year by year, is one of the best canvassers I use, and Home Office is to be congratulated that such a good showing can be put in the hands of its representatives."

*Mr. R. H. Baker :*

"I am highly pleased with your Annual Report and believe that it will be a valuable acquisition to the agency staff, and will increase the existing confidence of the public all over Canada."

*Mr. J. C. Gass :*

"I have before me the Company's Report for 1904, and in perusal of the same one cannot but be struck with the continued progress made. The splendid record exhibited in each phase of the statement, and the substantial basis upon which the business has been conducted, is certainly a matter of satisfaction to the policyholders, as it must be to the Company's Directorate, through whose careful administration such results could only be obtainable."



# THE IMPERIAL LIFE AGENTS' NEWS

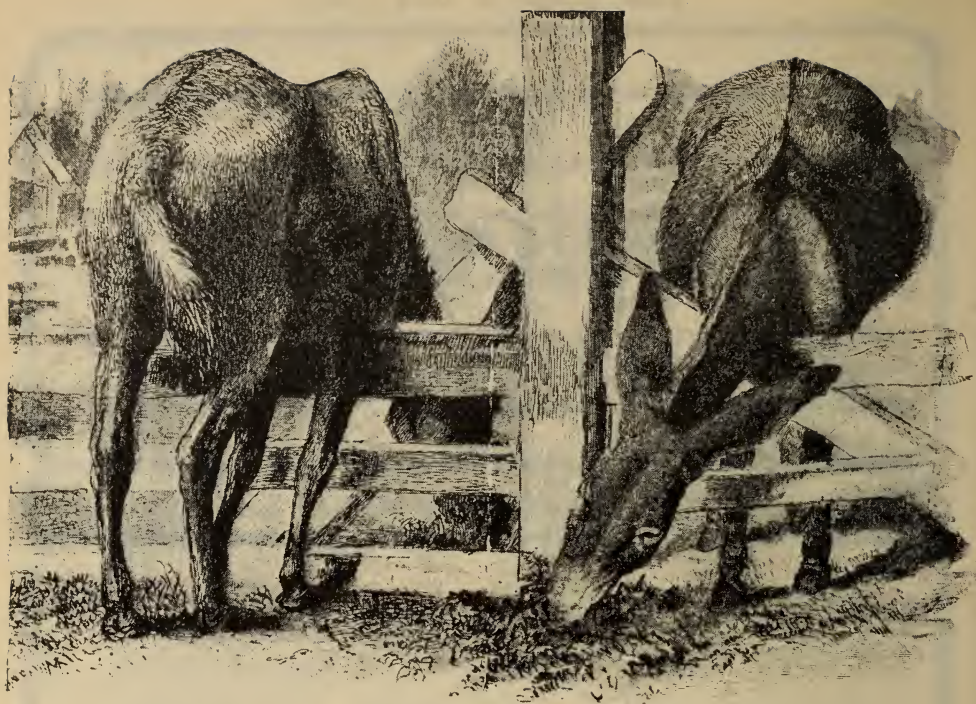
Vol. 6, No. 6

Published by the Imperial Life Assurance Co'y of Canada

(15-3-05)

In fifteen more days one-fourth of 1905 will have passed. In fifteen more days each Imperialite's record for the first quarter of 1905 will have been made. What will that record be? The answer to this question will materially depend upon applications closed between now and the 31st instant. It is the Imperial's aim to have a record for new business for the 1st quarter of 1905, surpassing all previous 1st quarter year records.

The aim can be made a reality by Imperial Life workers.



### The Sweetness of the Other Fellow's Grass.

We laugh at the mule which imagines that the grass in his neighbor's pasture, though it is a part of the same field, is so much sweeter than that in his own. Yet we find the same trait, which prompts the lower animal to trespass, just as strongly marked in the higher animal—man. Children exhibit it without restraint. They get tired of their own toys, their own surroundings, and think if they could only have what belongs to their companions how much happier they would be. How quickly a baby will drop whatever he is playing with to seize that which he sees another child has.

We men and women are only grown-up children. A tendency to undervalue what we have and to magnify what others have seems to be an element of our nature. Most of us look at our own possessions, our own surroundings, and our own condition through the big end of the telescope. They look small and mean compared with those of our neighbors, which we look at through the other end of the glass. The grass in the adjoining pasture is so tempting ; it looks so luscious and juicy, so much sweeter and tenderer than that in our own, and we look over the fence with longing, discontented eyes.

Everywhere we find people who are dissatisfied with their lot, who think they would be happy if they could only get somewhere else, into some other occupation. They see only the thorns in their own vocations, the roses in those of others. The shopgirl would be an actress ; the cook would change places with her mistress ; the butler with his master. The lawyer would be a doctor ;



the doctor, a lawyer. The farmer bemoans his hard lot, and longs to exchange his life of drudgery for the career of the merchant or the manufacturer. The country boy leans on his plow handle and looks towards the city with hungry eyes. If he could only be free from the slavery of the farm, he thinks, wear good clothes, get hold of a yardstick and stand behind a counter! Happiness, opportunity, fortune—everything,—lies yonder. Around him misery, toil, poverty,—nothing desirable. The city youth, behind a counter, or sitting on a high office stool, rails at fate for confining him to the limits of brick walls and the dreary details of merchandise,—buying and selling,—or figuring up accounts. Oh, if he could only go to sea and travel to distant countries, become a captain in the navy, or skipper or owner of a merchant vessel! Life would be worth something then. But now——

How much energy has been lost; how many lives have been spoiled by this fruitless longing for other fields, other opportunities out of reach. What is the use of sighing, or dreaming of what you would do if you were in somebody else's place? What is the use of trying to reach into your neighbor's pasture when you do not know what bitterness may lie at the root of it, hidden from your sight; when you have never tried to develop or to call out the sweetness and juiciness which reside in your own?

Do not try to be somebody else. Do not dream of great, far-away opportunities; do the best you can where you are. Open your petals of power and beauty and fling out the fragrance of your life in the place that has been assigned to you. If you find yourself bound within a narrow sphere by aged parents, or crippled dependent brothers or sisters, or weighed down by a mortgage on the home, do not say, "What is the use of wasting my life in this limited environment?" Some of the grandest characters in all history have blossomed and borne magnificent fruit in just such limited fields as you now think yourself in. The potency, the virtue of the opportunity is in the man who can see and use it.

### **New Appointments.**

The Imperial Life continues to attract first-class men to its agency staff. The following are recent appointments:—

W. B. COOKE, Morrisburg, Ont.	REV. H. ROGER, Levis, Que.
S. P. W. COOKE, Southampton, Ont.	D. ROBERTS, Montreal, Que.
A. C. MCBRIDE, Linwood, Ont.	R. G. S. BLAIS, Causapscal, Que.
J. C. CHOQUETTE, Montreal, Que.	J. E. MAYERS, Bridgetown, Barbadoes
G. N. WALSH, Tilsonburg, Ont.	

### **The Ordinary Life Contract—A \$25,000 Illustration.**

Policy No. 14,521 bears the name of Mr. Robert John Fleming, recently made famous as the man chosen by the Toronto Street Railway Co. to restore order and efficiency to the street railway service, in return for a salary stated to be \$10,000 a year. Mr. Fleming was twice Mayor of Toronto, has held the office of Assessment Commissioner for several years, and, long prior to his



appointment as Manager of the Street Railway Co., has been regarded as one of the most capable and sagacious business men in Toronto. The fact that he, with his wide knowledge of financial and commercial affairs, should have chosen the Imperial Life as depositary of premiums amounting to over \$1,100 per annum, speaks volumes for the confidence with which this Company is regarded in business circles.

Mr. Fleming's policy (the application for which was secured by Dr. D. Lowrey, one of the Imperial's veteran representatives) is for \$25,000 on the Ordinary Life Plan, annual premium \$1176.25 (age 50). If he survives twenty years, he may continue his policy at the same rate of premium, and take the accumulated surplus either

- (a) In cash, estimated..... \$ 9,700
- (b) In paid-up insurance, estimated..... 12,475
- (c) As a life annuity, estimated..... 1,275

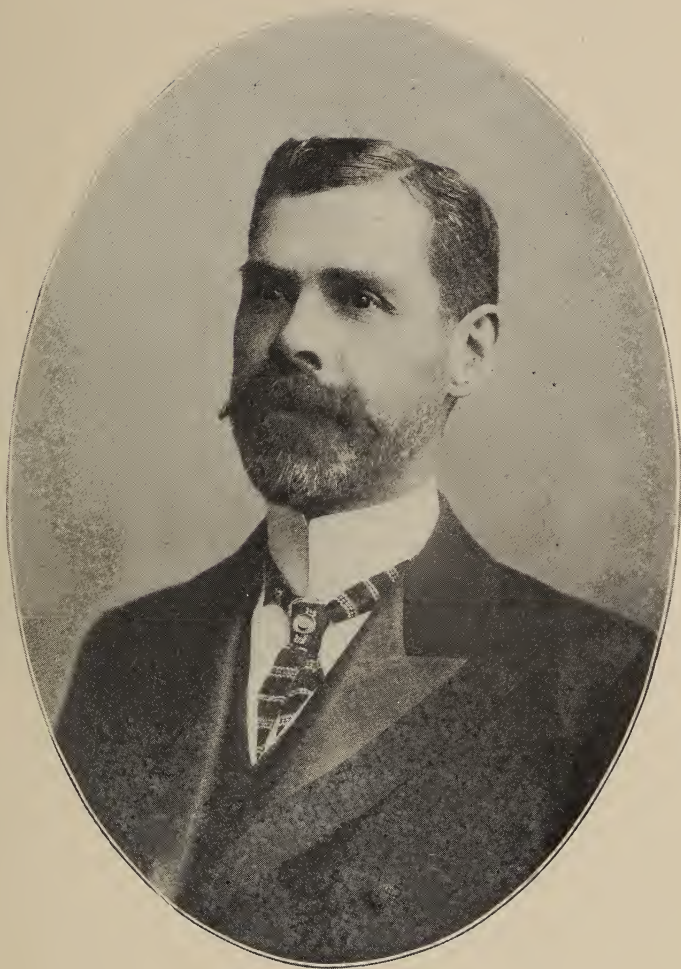
The annual premium under the policy being only \$1,176.25, the surplus at the end of twenty years, if taken in the form of a life annuity, would be sufficient to pay all the remaining premiums, and about \$100 per annum in addition. It should be remembered, moreover, that at the end of every five years succeeding the A. S. Period, further surplus will be allotted to the policy.

As is well known, in Great Britain, the Ordinary Life policy still preponderates to an overwhelming extent over all other forms of assurance. In 1904, over 88% of the business written was on this plan, as compared with less than 1/2% on limited payment life plans. In this country, the Ordinary Life has been largely superseded by the limited payment life and endowment plans, but nevertheless it possesses certain advantages over all others, especially for entrants at advanced ages. A man who has passed age 45 is obliged to pay a large premium if he takes out a limited payment life, or endowment policy. If he takes a term policy, he may outlive the term, and all his premiums will thus be lost to him. By taking an Ordinary Life policy he obtains his insurance at a reasonable cost, the premiums invested are sure to be returned sooner or later to his estate, and—as we have seen in the foregoing illustration—the surplus at the end of twenty years may be applied to wipe out the remaining premiums, thus making the policy virtually a 20-Payment Life.

**Systematic Perseverance.**

Time, knowledge of insurance in general, and your company and its policy contracts in particular, aggressiveness and systematic perseverance, are the principal qualities essential to success in the profession of life assurance. If I were to name any one quality as more important than others I would call it *systematic perseverance*. Would you ride on a railroad train if the company running it was managed in an unsystematic way? Would you deal with a bank, trust company or mercantile establishment which showed a lack of system? Is it a pleasure for you to come in contact with any person whose existence, business or social life, is along haphazard lines?

In a life assurance company, system must be thoroughly employed and persevered in from top to bottom. The president must be systematic and



JOHN H. MACABE

CITY AGENT

**The Imperial Life Assurance Co. of Canada**  
TORONTO, ONT.





persevering in grappling with great problems of finance and executive work; the secretary must be systematic and accurate in the handling of funds and the keeping of the many diverse and sundry accounts; the policy department, the medical department, all must have a perfect system in transacting their work. Be this not done, the confusion would be something startling.

But above and beyond all others is thorough systematic perseverance necessary in the agency department. It is from the labors of this department that the company secures its new blood; from it are derived the sinews of war necessary to upbuild and carry on a campaign. The superintendent and his assistants must deal with their men along stated lines, business must be transacted in a businesslike manner, and above all, the agent in the field—the man behind the guns—must operate, solicit consistently and in a systematic, persevering manner.

The pathway to success in life assurance is strewn with battered wrecks of thousands who have tried and failed. Two-thirds of these failures can be traced directly to lack of system and perseverance.

The purchaser of life assurance rarely takes the initiative in buying it. You, Mr. Agent, you have to take your goods to him. By demonstrating to him the merit of your company and its policies you make him your friend and patron.

The successful agent is the one who always has someone to see—and then sees him. The man who gets up in the mornings and wonders who he will see that day—who goes to the office, reads his mail, writes a few “hot air” letters, talks big policies to his manager, and then notices it is lunch time—that man is doomed to failure from the start. Often his principal thought is the world owes him a living, and life assurance companies were made to help him supply it. If by the grace of God and good luck he does write a policy in the morning, he lays off for the rest of the week.

He has a spasm, and sooner or later the after effects become apparent, and he drifts to some other office or out of the business entirely, hurling mal-edications on the company which refused to be bled longer. He is as much a curse to assurance as a shyster lawyer or a quack doctor is to law or medicine. Companies are gradually drawing their lines so that this parasite cannot exist.

Take a look at a different sort of man. The keen, alert, active, intelligent, systematic, persevering chap, who realizes the dignity of his profession. At 8.30 he is bathed, shaved, dressed, has breakfasted, and runs into the office just a few minutes to attend to whatever mail there may be and to bid his manager a cheery good morning. He is chuck full of energy, ability and the determination to apply it. He has jotted down the names of at least ten prospects he is to see that day.

No hesitance on his part when he reaches the office. Straight as an arrow in its flight, he goes to his first man, and in a few minutes he is deep in the subject. If he writes him, he collects the premium, puts the application and papers in his pocket and then dashes on to the next one, and so on until evening, and just before the office closes he runs in with the result of his work, and immediately plans for the ensuing day. No hard luck stories to pour into the

ear of the manager; no excuses to offer if the day has been unprolific. Full well does he realize the force of Irving's expression, "Little minds are tamed and subdued by misfortune; but great minds rise above it." His is a "great mind," and you watch this youngster rise in his profession. He makes friends of his prospects, and through their influence writes policies upon many of their friends. Look ahead ten years and see him occupying a commanding position, handling territory, controlling men, and earning a constantly increasing competency. He is clean, active, alert, upright, loyal and intelligent, but above and beyond all, he is persevering. He never has to blush for his company or his policy contracts, because he talks the truth when he sells a man, and his rapidly increasing circle of friends brings him all the business he can handle. *Be one of him, be a worker—not an idler, be an actualist—not an idealist, be anything but a knocker or a pipe-dreamer, be systematic and persevering and marked success is yours.*

### **Applications.**

To relieve the branch offices of some correspondence we intimate that it is not necessary to write a letter with each application for assurance sent to the Home Office. Include them in one letter, under the heading "*re Applications.*" This also applies to the return of vouchers from the Medical Examiners. These may be included in one letter headed "*re Medical Examiners.*" Further, it is not necessary or desirable that a letter be written enclosing the Cash Reports. These Reports speak for themselves.

### **John Henry Macabe.**

Mr. J. H. Macabe, who forms the subject of our present sketch, was born in Hamilton, Ontario, on the 15th day of July, 1855.

He associated himself with the Imperial Life at its commencement, the first application secured by him bearing date the 11th of October, 1897. Since then he has never allowed a month to pass without adding to the Company's business.

Mr. Macabe's business has been unique in respect to its evenness in amount, and also in regard to its quality. He is one of those representatives who believes in constant daily effort; who may be said to be everlastingly at it. The success which has followed his methods is abundantly evidenced in the magnificent total of business which stands to his credit in the books of the Company to-day; in the remarkable manner in which that business has been renewed, and not least, in the large renewal income which he now enjoys. Mr. Macabe only goes after business which he knows is likely to remain permanently on the books of the Company, and, as a result, there are few terminations marked against him. His name is rarely absent from the Honor Roll, and in many months it is well up to the top.

Mr. Macabe has only two other hobbies outside of the Imperial Life—his family and masonry, both excusable. He is a consistent and persistent advocate of the Imperial Life, a thorough believer in its plans, its methods, and its future, and his chief ambition from time to time is to swell its monthly volume of business.

Mr. Macabe is a gentleman of sterling and upright character, fair in competition, considerate and ever ready to assist a brother Imperialite when meeting the enemy. He is held in the highest esteem by the Officers of the Imperial Life, and everyone who knows "Mac" with his six feet two, wishes him long life and increased prosperity.

## Honor Roll "A" for February.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
J. W. Ney, West Indies.....	20,500	1	1,217.40	1	2
Dr. D. Lowrey, Toronto .....	18,000	2	570.05	2	2
C. M. Turner, Calgary, Alta. ....	13,500	3	440.00	5	2
W. E. Kerr, Toronto .....	13,000	4	545.60	3	1
A. H. Fair, Toronto.....	10,000	5	511.50	4	1
Jno. Cawley, Brockville, Ont.....	8,500	6	411.50	6	1
R. Hall, Brandon, Man .....	8,000	7	302.40	10	1
J. W. Seymour, St. Catharines, Ont..	7,000	8	342.25	7	1
A. S. Wickware, Ottawa, Ont .....	7,000	8	339.40	8	1
H. S. Lowndes, Shawville, Que.....	6,000	10	320.70	9	1
J. C. Gass, Halifax, N.S.....	6,000	10	253.15	11	2
C. A. Crysdale, Vancouver, B.C.....	6,000	10	230.80	12	2
G. W. Jarrell, Kingston, Ont.....	6,000	10	199.25	15	1
A. C. Belle Isle, Montreal, Que.....	6,000	10	181.25	18	2
C. A. Armstrong, Truro, N.S.....	5,000	15	228.05	13	2
J. C. Baker, Halifax, N.S.....	5,000	15	219.30	14	1
A. W. Ross, Winnipeg, Man.....	5,000	15	193.15	16	2
Israel Taylor, London, Ont.....	5,000	15	182.35	17	2
F. B. Springer, Vancouver, B.C. ....	5,000	15	169.10	19	2

## Honor Roll "B" for February.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
W. G. Morrow, Peterboro', Ont....	8,000	1	406.90	1	1
J. E. Mayers, Bridgetown, Barbadoes.	6,500	2	394.20	2	1
McDermid & McHardy, Nelson, B.C.	5,500	3	258.15	4	2
E. Stone, Trinidad, B.W.I.....	5,000	4	276.00	3	1
W. H. Bessey, Toronto.....	3,500	5	120.80	5	1
W. G. Reburn, Toronto.....	3,000	6	95.20	6	2

## Standing of the Agencies for February, 1905.

1. Head Office Agency	10. Kingston	Petrolia
2. West Indies	11. Peterboro' City	St. John
3. Montreal	London	21. Sarnia
4. Halifax	Brandon	Peterborough Co.
5. Ottawa	14. St. Catharines	Newfoundland
6. Calgary	15. Nelson	Brantford
7. Vancouver	16. Stratford	25. Edmonton
8. Winnipeg	17. Port Hope	Port Arthur
9. Brockville	18. Guelph	



## New Literature.

We are enclosing with this issue, copies of pamphlets recently printed, which we hope will be of service to our representatives in their canvass. We shall be glad upon request, on Form 107, to forward a supply of these to those of our representatives who can use them to advantage. Note the numbers of these forms :

Guaranteed Security, No. 407.

Endowment Policy, No. 394.

Limited Payment Life, No. 393.

What Does it Mean? No. 200.

Limited Payment Life Guaranteed Security, No. 544.

## Notes.

Head Office Agency rank first in "Standing of Agencies" for February. It will be remembered that Mr. McCarthy promised an effort to hold first place each month this year. They seem to be "making good" so far. What about the month of March?

The West Indies contributed a splendid volume of business for February. Mr. Saunders and his assistants are to be congratulated on the success achieved in this field. West Indies have been "runners up" for first place in "Standing of Agencies" for past two months.

Mr. Ney takes first place on Honor Roll "A" both as regards volume of business and amount of premiums. He also held 2nd place, in respect of premiums, for January. This is a splendid showing.

## What the Men at the Gun Think About the Annual Report.

*Mr. J. C. Baker, Halifax, N.S.:*

"As a canvasser of several years' experience, I unhesitatingly say that with this Company's last Annual Report and Guaranteed Security Contract, an agent requires no better equipment for securing business."

*Mr. R. W. Day, Edmonton, Alta.:*

"As one of your Western representatives allow me to congratulate you on the very excellent showing as to our Company's progress and stability, so conclusively proved in the last Annual Report."

*Mr. C. A. Crysdale, Vancouver, B.C.:*

"After examination of our last Annual Report one cannot but feel proud to be on the staff of a Company whose record is unparalleled in the history of Canadian life assurance."

*C. A. Armstrong, Truro, N.S.:*

"I have received the Annual Report for 1904, and it is pleasing to note the splendid progress made by the Imperial during the year just closed. The steady growth of the Company is clearly shown on pages 5 and 10, and the facts contained therein stand as an inspiration to the representatives of the Imperial Life to make the year 1905 even more successful."

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 7

Published by the Imperial Life Assurance Co'y of Canada

(1-4-05)

## April Another \$400,000 Month.

To-day we begin the first month of the second quarter of 1905, and we again remind our representatives that our aim for this month is

### **Four Hundred and Seventeen Thousand Dollars**

We are unable in this issue to announce the results of our efforts for the first quarter, but there is practically no doubt that we have reached our aim, each month this year showing a decided gain over that of 1904.

In order to secure **\$5,000,000** for the year 1905 we are depending on a **25% increase in the personal business** of each one of our representatives. Some of our representatives have not succeeded in making the 25% gain. Some have been disappointed in the results of their efforts on account of the bad weather interfering with their canvass. Those who have suffered in this way will, now that the fine weather has set in, have an opportunity of catching up. To those who have not succeeded in closing sufficient business to show a 25% gain we would say: **Start this quarter with the determination to succeed and you will achieve success.**

We are particularly anxious that the month of April will yield its quota. We ask for YOUR hearty co-operation to this end. Do not leave YOUR best efforts to the end of the month, or the end of the quarter.

**DO IT NOW.**

## Advantages of Team Work in Soliciting Assurance.

Team work, under favorable conditions, can be made profitable in many ways. Oft-times men working together will produce more business in a given time than these same two would working independently.

And the least of the benefits to be derived from team work is the lesson that each salesman will learn from the other. A poor closer will gain strength from his more gifted associate, and the good closer will learn to secure good interviews with prospects from the man who finds himself weak at the closing.

A case of team work came under my observation in the winter of 1901-1902. I sent a young man of some ability as a closer through the farming regions, and instructed him to secure the services of one or two influential farmers. Although unknown in the community that man wrote and paid for \$250,000 of most excellent business in four months. I have seen the same line of work followed during the last few months with excellent results, and am convinced that team work by men selected for qualities that lead them to operate harmoniously, will produce excellent results.

Team work is a developer of men. I recall a young man who reported the business in his district at a stand-still from lack of prospects, and feeling a personal interest in his success, I placed an enthusiastic worker in the field with him. In the succeeding three months more business was written by that team than the young man had produced in three years, and he is now a regular producer. That was a salesman made by team work.

While it has the appearance of a waste of time to put two men doing the work one is supposed to accomplish, yet there are other important points to be considered. Writing life assurance is more or less a psychological problem, the accomplishment of which is often due to the preponderance of mental force. When two minds are concentrated upon one, the likelihood of enforcing action is considerably increased.

Furthermore, there is a saying that the "looker-on sees the most of the game." Written of other things, this is especially true of team work in life assurance. While one salesman is talking the other is watching the prospect, observing his expression as the various arguments are presented. He notes what was repelled and what was accepted. If his associate has omitted an important argument, the second salesman is ready to take the lead in the discussion, and, with the energy and inspiration received from the preliminary study, is well fitted to conclude a successful canvass.

These are the main reasons that make team canvassing successful. It might be noted also that the call of two men upon a prospect has a flattering quality that few may withstand successfully, granted average conditions to otherwise obtain.

I am a believer in team work :

- (1) As a developer of men.
- (2) As an effective business producer.

E. R. WARD.



## **Wanted: Courage.**

That ancient jibe about the life insurance agent's "nerve" or "adamantine cheek" has little to rest upon; in fact, the one thing in which the average agent is most lacking is that very little quality of courage—*moral* courage, which the irreverent denominate "nerve." He may tell his story well, the prospective applicant may be interested, and yet the agent is afraid to ask him to sign on the dotted line. If he does ask him, it is in a hesitating, timid way, as though the request is something to be ashamed of. As one agent puts it, he "feels as though he were asking for a loan."

What folly this is! Don't forget that you are *conferring* a benefit as well as receiving one. You are putting your man in the way of getting a good thing. It is a straight business proposition. At most he can only refuse you, and he is less likely to refuse if you ask him boldly, confidently, with a firm "sign right here, please," as though it were a matter of course, than if you timidly suggest that it would be a great accommodation if he would close up the matter at once.—*Points.*

## **Don't Overlook Existing Policyholders.**

It has been repeatedly stated that the best class of prospects for agents to work upon are those who are already insured, and the experience of this Company bears out the truth of the claim. A man who has once taken out a policy of life assurance speedily learns to recognize its benefits and advantages, not only in the sense of security it gives him, but in the habits of saving which it inculcates in him in order to meet the premiums as they become due. The careful agent will, therefore, keep close watch on all whom he insures, so as to be able to take advantage of every improvement in the assured's financial condition, which will warrant the taking out of additional insurance. This is particularly necessary in the case of young men becoming insured. As a rule, a young man can only take out a limited amount of insurance, because his income is comparatively small, and he is perhaps not sufficiently convinced of its need, owing to the fact that he has no one immediately dependent upon him. But as his income increases, and he assumes additional personal responsibilities, by marriage, or business connections, further insurance becomes imperative, and if the agent has made a personal friend of him, as he should have done, little persuasion is necessary to induce him to steadily increase his line. The agent's duty is to sell his customer all the insurance he can reasonably pay for at one time, and to increase the amount from time to time, but never to overload the insured, and thus cause him to suffer loss by reason of having to give some of it up.

The lowest amount of insurance a man should carry is that sum which will provide an annual income equal to the present scale of living expenses of those dependent on him.

## Prompt and Satisfactory Settlement.

FOREST, Ont.,  
21st March, 1905.

*D. N. Sinclair, Esq.,  
Imperial Life Assurance Co.,  
Sarnia, Ont.*

MY DEAR SIR,—My thanks are due your Company for the prompt and satisfactory settlement of Policy No. 4122, held by my late son.

Immediate action must have been taken by the Company in passing upon the claim, as the cheque in payment of it has apparently been issued on the day that the papers to prove the claim would have been received. Such prompt payment may often mean much to a claimant, and I can strongly commend your Company to those who may be considering the taking out of life insurance.

Yours truly,

H. J. PETTYPIECE.

## Another Instance.

Here is another instance where neglect to apply for the revival of a lapsed policy, when given the opportunity to do so, deprived a mother of the benefit of assurance which she very much needed. The copy of Mr. Wickware's letter, which appears below is self-explanatory.

OTTAWA, Feb. 13th, 1905.

*T. Bradshaw, Esq., F.I.A., Secretary,  
Toronto.*

re POLICY NO. 12885, G. J. CUMMINGS, LAPSED.

DEAR SIR,—

I have your favor of the 3rd inst., re above policy. When in Cornwall last week I called on Mrs. Cummings, who said that her son left home early in the New Year for his school, in the best of health, and she did not know of his illness, which was very sudden, until only a day prior to his death. I enclose you the correspondence that passed between us in regard to his unpaid note and the reviving of his policy. There is no doubt Mr. Cummings would have secured a certificate from a doctor, as suggested in my letter to him of December 10th, 1904, but by neglecting to do so he has deprived his mother of funds which she is very much in need of at the present time. I showed her the letters, and she does not in any way hold the Imperial responsible for any neglect.

I am sorry that this has turned out as it has, for a claim to be paid in Cornwall now would have been beneficial to us on account of Mr. Gardiner just locating there.

Yours very truly,

(Signed) A. S. WICKWARE,  
*District Manager.*



JOSEPH B. COOKE

DISTRICT MANAGER

*The Imperial Life Assurance Co. of Canada*

KINGSTON, ONT.





## **The Business that Stays is the Business that Pays.**

We desire our representatives in the field to continually keep before them the fact that the Imperial Life are counting on the heartiest co-operation of each member of the field staff towards a decided decrease in Terminations this year. To this end, therefore, be most zealous in the collection of all renewal premiums. Do not let the days of grace expire on any premium due in your agency without personally making every possible effort to collect it. "Not Taken" policies, which account for a large percentage of our terminations, can be almost entirely eliminated from your agency by care on your part in soliciting applications from those only who are likely to continue their policies; by securing at least some cash with each application, and by refusing to accept notes, the payment of which is at all doubtful. Large policies are usually more easily retained, owing to the fact that only the better element can afford to carry large amounts of assurance. No company can offer greater inducements to the "Well-to-do" than The Imperial Life. Do you fully realize this fact? Are you getting your share of the large policies in your district, or are you devoting your entire time to that class of people who are able to carry only small policies, while your competitors are writing the larger amounts and, consequently, making more money with less effort? It will be to your advantage to reduce your Terminations for 1905.

## **The Agency Force an Asset.**

In an address before Life Underwriters' Association, of Massachusetts, the President, Mr. J. H. Holcombe, dwelt upon the agency force of a life company as being one of its assets. The point is sound enough, just as it is correct to estimate the healthy constitution of a man amongst "his" assets. The trouble is that assets of this class are inconvertible into cash or anything of cash value. Mr. Holcombe said, as reported in *The Standard*: "A company to perform its best service, must have a corps of agents who shall go about, and having educated the public as to the functions of life assurance, explain to them not only what the institution can do for them, but what his own particular company can perform. The agent's work is one of education, and is one in which, while he is earning his own living, he is doing a service to his fellow men, and he is not only doing this, but he is also benefitting the policyholders of his own company by adding to their number, broadening the basis of their business, and aiding in that growth which will bring better returns to all concerned. The best results are produced by a corps of agents who are not only harmonious among themselves, but between whom and the home office there exists the most cordial feelings of confidence and friendship. A corps of this kind is necessarily a matter of growth. It takes years, and the expenditure of much money to establish a thoroughly efficient and harmonious body of agents, but when this is done, the results will justify the time, labor and expense."

## To Get an Interview.

An excellent way to secure an *entré*, especially with young men, is to procure from a bank a supply of new cents and mail them to prospects with a neatly typewritten letter something like the following :

“Permit me to hand you herewith a grain of Fortune Seed ! There is an old saying to the effect that if we take care of the cents, the dollars will take care of themselves. That is true, indeed ; therefore, the cent may well be called a Seed of Fortune. But any kind of seed to fructify properly must be planted in fertile ground. I have a particularly good piece of planting ground for sale, and trust that you may find it convenient to examine a sample which I shall personally present to you within the next few days.”

By following up these letters with personal calls canvassers will find in many cases that the novelty of the proposition has made a favorable impression on the recipient of the “fortune seed.” The simile can be carried further, and the prospect gradually worked down to serious thoughts of insuring. The plan of interesting young men will be found especially good at the beginning of the year when resolutions are being made.

## New Literature.

New editions of “An Investment for Young Men,” Form No. 362, and Imperial Life Memo. Books, have just been issued, and copies of each are enclosed with this issue of the “AGENTS’ NEWS.” We also enclose a copy of a new leaflet entitled “The Key-Note,” Form No. 300, which you will observe is for use only in connection with lapsed policies. Note the numbers of these new publications, and advise us in the usual way, on Form No. 107, the number of each you can use to advantage.

The Company’s literature distributed judiciously and followed up with care will increase materially the business of the energetic Imperialite.

## Joseph Bacon Cooke, Kingston, District Manager for the Counties of Frontenac, Lennox and Addington.

Mr. Cooke was one of the first to associate himself with the Imperial Life, his contract being dated on the 2nd of November, 1897, or about one month after the Company began to write business. Mr. Cooke was born in the township of Loborough, in the county of Frontenac, on the 26th of August, 1861, and has been located at Kingston ever since his connection with the Company. He is comparatively a young man in the counting of years, but is a tried veteran in the work of life assurance. He is endowed with courage, hopefulness and intelligence, is sincere, earnest and industrious. These qualifications have enabled him to make a success of the Company’s business in his territory, notwithstanding that it is probably one of the



hardest fields in Canada. Mr. Cooke is noted for his affable manner and diplomatic ways. He has scores of friends, and is held in high esteem in his community. For a number of years he was an alderman of the city of Kingston. Mr. Cooke has determined to make this a banner year for his agency. Judging from the results of his efforts during the last three months we feel that his success in achieving the aim set before him is assured.

### **Re Form Letters.**

Letters recently received from our agents in regard to the new publication "A Few Suggestions," show that some representatives believe the form letters given therein are to be printed and supplied from Head Office. This, however, is not the case, the intention being that in using these letters every effort should be made to conceal the fact that they are form letters. This can only be accomplished by copying whichever letter is desired from the booklet in every case. While this will mean some labor, we trust our agents will not let this deter them from using the letters in all cases where it is impossible to interview the delinquent policyholder personally.

We wish here to point out that none of these letters should be sent out, in the case of a policy upon which three or more year's premiums have been paid, without first consulting Head Office. The policy may have been prevented from lapsing by the Automatic Non-Forfeiture Provision, in which case it would be very unwise to write to the policyholder one of these form letters, which implies a lapsed condition of the policy. If the policy has not been prevented from lapsing by the Automatic Non-Forfeiture Provision, Head Office shall so advise the agent, which advice shall constitute permission to make use of the series of letters. It goes without saying, that these letters should not be used indiscriminately.

### **Nothing Better than a Life Policy.**

An agent for a prominent life company recently stated that the hardest proposition with which he was called upon to deal was the man, usually a shrewd money-maker, whose argument was always that he thought he could invest his money to better advantage than in life assurance.

Asked how he usually handled such a case, the agent said that he tried to show such a prospect, first, wherein the net profit derived from a good policy averaged fully as great as the average net income from many other investments known as safe investments, especially the usual investment in rentable residential property when expenses for repairs, assurance and so on are deducted; and, in the case of an investment in a life assurance policy, there is absolutely no risk involved.

Secondly, this agent tries to show that property is always subject to depreciation. Houses may burn, industrial enterprises may fail, and income from other investments may be swept away. A substantial life policy is a protection against such disaster.

Third, if the prospect referred to is in the first stages of accumulating property, it is explained to him that by a "stroke of the pen," as it were, and by the payment of a few dollars annually, he can create an estate equal to that resulting from the savings of a life-time, enabling the holder to go on amassing other property, unhampered by anxiety; for, if he fails in the latter, he is protected by his policy, which represents an estate more quickly convertible into money than any other kind of property.

### **Nothing Speculative.**

The unsafe speculative feature is entirely eliminated in a life insurance policy, because the contract is based on principles that the experience of years has demonstrated to be sound and enduring.

Modern life insurance provides a way of escape from the dangers of trustees or guardians, who sometimes prove to be incompetent or dishonest.

Government bonds, railroad and like securities must be paid for in one sum, on delivery. A life insurance policy is paid for in easy and convenient instalments, covering selected periods or during life, at the option of the purchaser.

### **What the Men at the Gun Think About the Annual Report.**

*C. M. Turner, Calgary, Alta.:*

"The results of the Company's business as shown by the Annual Report for the year 1905, should prove a source of genuine gratification to the Management, a source of strength to the field staff, and satisfaction to the policyholders."

*Mr. A. A. Bartlett, Charlottetown, P.E.I.*

"Where all is in such an extremely satisfactory condition as the 1905 Annual Report sets forth, it is hard to particularize on any one part of the Imperial's progress, but it would seem to me that the most wonderful statement of the Report is that portion on page 15, wherein is contained a comparison of results between the Imperial on one hand, and the combined seven life companies, two of which commenced business immediately prior to the Imperial, and five of which started since. It is simply marvellous."

*J. A. Robinson, St. Johns, Nfld.:*

"I have read the Annual Report with much pleasure, and am greatly pleased with the marked advance all along the line."

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 8

Published by the Imperial Life Assurance Co'y of Canada

(15-4-05)

## FIRST QUARTER SHOWS 25 per cent. INCREASE. NOW FOR THE SECOND QUARTER.

It is with much satisfaction we are able to announce that through the earnest and enthusiastic efforts of our representatives we closed the first quarter of 1905 with Policies issued of \$273,000 in excess of those granted in the first quarter of 1904.

In many parts of Canada we realize that the winter has been an extremely severe one, and that the labors of our representatives have been seriously interfered with thereby. The magnificent result accomplished is all the more gratifying in view of this handicap, and redounds to the credit of those who have labored in season and out of season to bring it about.

You will recollect that at the beginning of this year we started with the aim of \$5,000,000 for 1905, or about \$800,000 more than was obtained in 1904. At the rate we are going it would appear that our aim is in a fair way of becoming an actuality.

During the current quarter—first of April to the 30th of June—we find that we secured in 1904 an average of \$320,000 per month. In order to keep up the 25% increase we will require to aim at obtaining in each of the months of April, May and June \$400,000, which can be done if each one of our representatives aims at increasing his 1904 results by 25%. The Directors and Executive Officers of the Company ask, therefore, that the good work which has commenced be kept up, and that all hands assist in contributing to reach the goal.



## Insurance for Professional Men.

The large policies selected for special notice in the AGENTS' NEWS, have hitherto been those taken out by business men. As this class is usually in a better position to afford large premiums, and possibly because those in it appreciate the advantages of insurance more fully than their professional brethren, it is only natural that business men should constitute a majority of those carrying policies for large amounts in any Company. But while it is not often that professional men take out such large policies as those described in recent numbers of the AGENTS' NEWS, there is nevertheless abundant evidence that the Imperial Life enjoys the confidence of this (as of every other) class of workers. Out of several policies for equal or greater amounts, recently issued to prominent members of professions, we have chosen the following as being best suited for the purposes of this article.

POLICY NUMBER 14,910.		AMOUNT, \$10,000.	
20-Year Endowment			
AGE 37.	20-Year A.S.P.	PREMIUM, \$511.50.	
THOMAS LEONARD WALKER, M.A., Ph.D., Professor of Mineralogy, Toronto University.			

The following are several, among others, of the options open to Prof. Walker, if he survives the Accumulative Surplus Period:—

1. Receive the Accumulated Surplus in cash, estimated at \$3,500, and the amount of the policy

(a) In Cash, \$10,000, or;

(b) As an annuity of \$652 per annum for 20 years certain (the total payments aggregating \$13,040); or;

(c) As an annuity of \$566.50 per annum for 20 years certain, and as much longer as he may live. (See Continuous Instalment Option on page 2 of policy.)

These Values are  
all Guaranteed.

2. Receive the Total Cash Value (*i.e.*, \$13,500).

(a) As an annuity of \$880 per annum for 20 years certain (the total payments aggregating \$17,600); or

(b) As an annuity of \$764.75 per annum for 20 years certain and as much longer as he may live; or

(c) As a life annuity of \$1,130. The expectations of life at age 57 being 16 years, the amount received under this option would be, on the average,  $16 \times \$1,130 = \$18,080$ .

Partly Estimated.

N.B.—All the above are *in addition to* 20 Years' Insurance Protection of \$10,000.

In the above illustrations, we have purposely emphasized the annuity options. Agents frequently neglect to point out the advantages that attach to

these options, especially in the case of endowment policies. Usually one of the principal objects of insuring on an endowment plan is to provide for old age; the very fact of choosing an endowment in preference to a life policy would indicate this, and therefore, the definite and unfailing provision that may be secured under one of the annuity options should appeal very strongly.

Owing to the character of the work in which they are engaged, professional men have usually very limited opportunities for picking up good investments. Men in business, of course, have frequent chances offered to them of acquiring investments which may be expected to yield an income after retirement from active life. But workers in the professions, not being in close touch with the business world, generally have to be content with investments of an inferior class, yielding a low rate of interest. If absolute security is demanded the interest earned is small and a large sum must be invested to yield even a moderate income. On the other hand, many professional men, in their anxiety to obtain a large return on their money, have embarked in hazardous enterprises and lost the savings of years.

Life insurance is the one form of investment that is open to every class of investors, both experienced and inexperienced. Any person, even if he be not completely *au fait* in financial matters can invest in an endowment policy without experiencing the slightest qualm as to the safety of his capital. There is no worry involved in looking after the investment—a point that should appeal strongly to professional men whose time and thought are so severely taxed by their ordinary duties. Insurance protection is afforded during the wage-earning period of life, and at the maturity of the endowment, the annuity options provide for a retiring allowance.

To sum up :—there may be other forms of investment that are superior in certain respects to insurance, but we believe that no other investment can be found that combines in itself *not only one but all* of the following advantages :

1. Unequivocal security for capital invested.
2. A satisfactory return on the investment.
3. Immunity from loss by death.
4. Provision for old age.
5. Absence of worry in looking after the investment.

### **Actual Accomplishment.**

“The Imperial” has in seven years and three months placed on its books \$17,672,050 of insurance, and has accumulated assets of \$2,404,941. During this time it has paid in dividends to policyholders and shareholders \$85,114, and at the same time put by Reserves of \$1,768,706, an amount which is \$117,316 in excess of the Government standard. After having placed this large volume of business in force, paid out the dividends referred to, and provided reserves so far in excess of the legal requirements, the Imperial has a net surplus over and above all liabilities including capital stock, of \$129,847. This is a record which has no parallel in Canadian life assurance.

## **Comparative and Competitive Literature.**

At a meeting of the Canadian Life Insurance Officers' Association, the following report of a Committee which had been appointed to consider the question of competitive literature, was adopted, and this Company, together with the undermentioned companies, has agreed to be guided thereby. Our representatives are asked to study carefully the understanding arrived at, and to assist the officers of this Company in strictly adhering to it :—

“ In the opinion of your Committee, the stamp of disapproval should be placed upon competitive literature, comparisons and criticism, and to this end it is strongly recommended that :—

(a) The companies members of your Association, and their representatives abstain from the general publication and circulation of competitive and comparative literature.

(b) That the companies shall not permit their representatives to publish directly or indirectly, or to circulate any literature or advertisements referring in any way by name, number or otherwise, to any life assurance company member of this Association.

(c) That all such literature, advertisements and publications now in the possession of companies or their representatives be immediately recalled and destroyed.

(d) That the companies and their representatives shall do everything in their power to discourage hostile and improper criticisms or attacks of any kind in the insurance or public press upon any company member of this Association.”

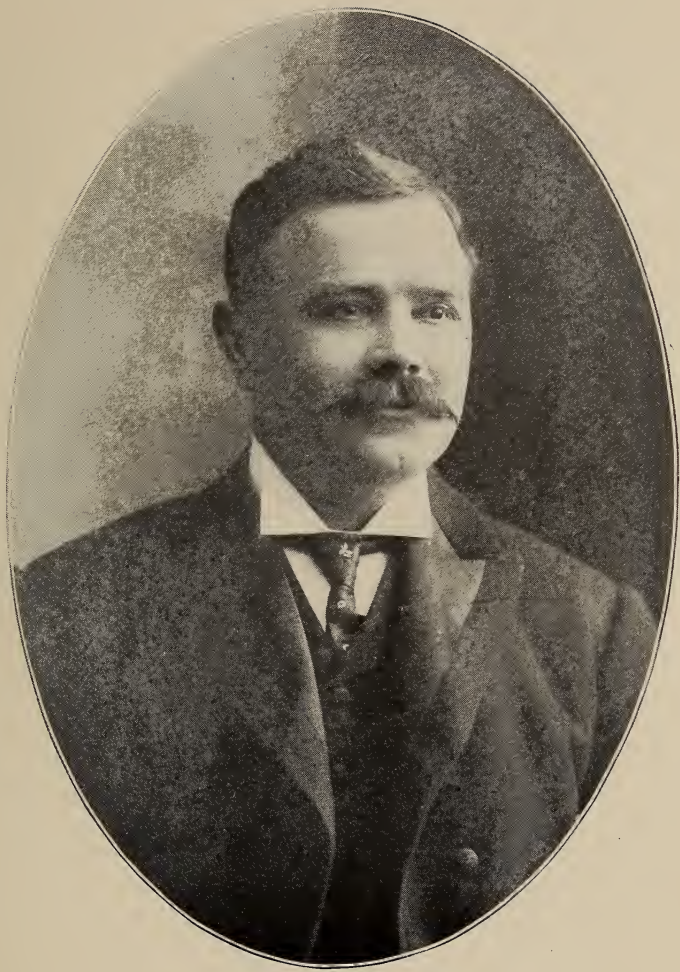
The names of the offices agreeing to the above report are :—

Pelican & British Empire Life Office.  
Canada Life Assurance Company.  
Confederation Life Association.  
Continental Life Insurance Company.  
Dominion Life Assurance Company.  
Excelsior Life Insurance Company.  
Federal Life Assurance Company.  
Great West Life Assurance Company.  
Imperial Life Assurance Company.  
London Life Assurance Company.  
London & Lancashire Life Assurance Company.  
Manufacturers' Life Assurance Company.  
National Life Assurance Company.  
North American Life Assurance Company.  
Northern Life Insurance Company.  
Royal Victoria Life Insurance Company.  
Standard Life Assurance Company.

## **The Two Great Problems.**

The securing of new business is one of the greatest problems of life assurance, but its retention is of equally great importance. To a certain extent lapses are natural and unavoidable, but the percentage of terminated business will be larger or smaller according (1) to the character of the business secured, (2) to the efforts put forth by the field staff in the care of old business and the collection of renewal premiums. It is a well known fact that, speaking generally, the expenses connected with the placing of new business





WILBUR E. KERR  
SPECIAL AGENT

**The Imperial Life Assurance Co. of Canada**  
TORONTO, ONT.



on a Company's books, together with the first year mortality cost, amount to more than the premium paid, and consequently, every policy which lapses immediately after the first year, means a direct loss to the Company. It will be readily seen, therefore, that any considerable amount of business, lapsing after only one year's premium has been paid, will tend to materially decrease the surplus earnings. This fact, together with a desire to pay satisfactory dividends to policyholders, explains the reason for the strong efforts of the Imperial Life to maintain a low lapse ratio. These views will also determine every Imperialite who has his own and the Company's interests at heart to give careful personal attention to the collection of renewal premiums, and thereby retain the largest possible amount of old business. It is worth the trouble.

Of late a number of third year premium receipts have been returned unpaid. Surely this would not have been the case if the policyholder had been seen and the same persuasion exercised to secure settlement of premium as was made to secure the application originally.

The Head Office will always be glad to render every possible assistance to its representatives in securing the reinstatement of terminated business.

### **Mr. Wilbur E. Kerr, Special Agent, Toronto, Ont.**

It is now some five years since the subject of this sketch, who is connected with the Head Office agency in the City of Toronto, wrote his first application for the Imperial Life. It was for a policy of \$3,000, 20 Payment Life System, Annual Premium \$124.05; this policy is still to-day on the books of the Company, and the subject of it, we understand, hearty and well, likely to live out the Accumulative Surplus Period of 20 years. These particulars are mentioned because this first application is typical of the permanent character of the business which Mr. Kerr has been successful in securing for the Imperial Life. It was only a few days ago that he placed with us an application for \$10,000 on the life of a lady physician of Toronto, annual premium \$459.50, which contract we hope to illustrate and refer more particularly to in a coming number of the News.

Mr. Kerr is still a young man, having been born on the 21st of January, 1860, at St. Lin, Quebec. Although he is not very tall, yet he makes up for that in his weight, standing 5 ft. 8 in. and weighing 215 lbs. He is not only the embodiment of health, but, as some one has remarked, an excellent type of Imperialistic strength, activity and success. Mr. Kerr is an indefatigable worker, looks keenly after his policyholders, never has any trouble or misunderstanding with them, and is the type of agent who gives great delight and satisfaction to the Head Office. He has the faculty of cleaning up his business in a way which does not admit of any loose ends, misunderstandings or subsequent adjustments; everything is clearly defined and understood at the time the application is taken, with the result that satisfaction is given to the assured and the Company. Mr. Kerr's record thus far this year appears to indicate that 1905 will be his banner year.

### **Mr. J. O. McCarthy.**

It is with regret that the officers of the Imperial Life part with the services of Mr. J. O. McCarthy, who has been associated with the Company for almost four years. Mr. McCarthy has been appointed Manager for Ontario of the Great West Life Assurance Company, and in his new position we wish him every success.

Mr. McCarthy during his association with us, was always anxious and desirous of promoting the interests of the Imperial Life. He rendered efficient



and loyal services to its interests, and was ever ready to give assistance to any agent who appealed to him.

The following resolution was passed by the Executive Committee at its recent meeting :—

Resolved, that in accepting the resignation of Mr. J. O. McCarthy as Manager of the Head Office Agency, this Committee place on record its appreciation of his past services, and assure him of the Company's best wishes for his future success.

### **Honor Roll "A" for March.**

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
A. H. Fair, Toronto.....	25,000	1	399.25	3	2
A. W. Ross, Winnipeg, Man.....	13,000	2	329.20	5	3
Dr. D. Lowrey, Toronto .....	12,000	3	460.20	2	3
J. W. Ney, Bridgetown, West Indies.	10,750	4	632.10	1	3
A. C. Belle Isle, Montreal, Que.....	10,500	5	302.20	7	3
J. H. Macabe, Toronto, Ont.....	9,000	6	358.30	4	2
R. W. Vanderwater, Toronto, Ont ..	8,000	7	243.75	10	1
J. C. Gass, Halifax, N.S.....	7,500	8	313.05	6	3
Israel Taylor, London, Ont.....	7,500	8	258.20	9	3
G. H. Gillespie, Kingston, Ont.....	7,500	8	243.45	11	1
J. C. Baker, Halifax, N.S.....	7,000	11	276.15	8	2
H. B. Andrews, Stratford, Ont.....	6,500	12	211.00	12	2
J. T. Purdon, Port Hope, Ont.....	6,000	13	199.50	13	1
R. H. Robinson, Orillia, Ont.....	6,000	13	187.20	14	2
Jno. Cawley, Brockville, Ont.....	5,000	15	185.90	15	2
J. B. Cooke, Kingston, Ont.....	5,000	15	174.85	16	2
C. A. Crysedale, Vancouver, B.C.....	5,000	15	170.75	17	3
J. J. Gardiner, Cornwall, Ont .....	5,000	15	170.05	18	1
F. B. Springer, Vancouver, B.C. ....	5,000	15	149.05	19	3
S. A. Conklin, Westport, Ont.....	5,000	15	145.05	20	1
J. O. McCarthy, Toronto, Ont.....	5,000	15	51.50	21	2

Eight of the above names have appeared on the Honor Roll for every month thus far this year ; eight more have appeared for two out of the three months, while the remaining five make their appearance for the first time.

*The aim should be to appear on every month's Honor Roll.*

**Honor Roll “B” for March.**

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company’s interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
P. Dumoret & Co., Trinidad.....	23,000	1	1,781.40	1	2
D. N. Sinclair, Sarnia, Ont.....	9,500	2	362.35	3	1
McDermid & McHardy, Nelson, B.C.	6,000	3	271.90	5	3
P. P. Pickering, San Fernando, Trinidad.....	6,000	3	239.65	7	1
J. Ortis, Trinidad, West Indies.....	5,000	5	364.40	2	1
C. W. R. Pearson, Yorkton, N.W.T.	5,000	5	260.00	6	1
R. E. Brett, Victoria, B.C.....	5,000	5	160.60	11	1
R. A. Squires, St. John’s, Nfld.....	4,500	8	185.10	9	1
W. A. Rolston, Princes Town, Trinidad.....	4,000	9	280.50	4	1
J. E. Mayers, Bridgetown, B.W.I....	3,750	10	193.95	8	2
J. F. Ross, Halifax, N.S.....	3,500	11	183.20	10	1
R. LeDuc, Quebec, Que.....	3,500	11	134.85	12	1
W. G. Reburn, Toronto, Ont.....	3,000	13	107.90	13	3
S. H. Scripture, Colborne, Ont.....	3,000	13	102.65	14	1
C. A. Bourne, Vancouver, B.C.....	3,000	13	97.20	15	1

**Standing of the Agencies for March, 1905.**

1. Head Office Agency	10. Brockville	19. Peterborough Co.
2. West Indies	11. Port Hope	Calgary
3. Montreal	12. Stratford	St. Catharines
4. Halifax	13. Sarnia	22. Petrolia
5. Vancouver	14. Nelson, B.C.	Charlottetown, P.E.I.
6. Winnipeg	15. Newfoundland	Hamilton
7. Ottawa	16. St. John, N.B.	25. Peterboro’ City
8. Kingston	17. Edmonton	Regina
9. London	Guelph	

**Recent Appointments.**

The Imperial Life continues to attract first-class men to its agency staff. The following are recent appointments:—

G. E. STERLING, Plattsville, Ont.	R. A. STEWART, New Glasgow, N.S.
G. TESSIER, St. Alphonse, Que.	T. BEAUDRY, St. Jean de Matha, Que.
C. L. A. CAMERON, Vegreville, Alta.	WILLIS SHEETS, Farran’s Point, Ont.

**Printing and Advertising.**

The “AGENTS’ NEWS” contains from time to time articles of interest to the field representative relating to the progress of the Imperial Life. Sometimes it is found necessary in making such statements, to lay beside them the results accomplished by other life assurance companies. It appears almost impossible to indicate the position of the Imperial without doing this; at the same time, it has always been the aim of the Imperial, when making any such comparisons, to point out that they are not made with the idea of belittling or disparaging its competitors, but simply for the purpose of indicating to our representatives in the field how successful their efforts have been. The “AGENT’S NEWS” is strictly a private publication for the agents of the Imperial Life. Nothing contained in it must be published in the press, nor made the basis of circulars

for general distribution. All advertisements and all printed circulars are supplied by the Home Office, and no agent is authorized to insert any advertisement or to print any circular without first receiving authority from the Home Office to do so. These rules have been generally well understood by all our representatives, but it appears necessary to reiterate them at this time, in view of the increased number of agents we have, in view of the extensive distances which some of these agents are from Home Office, and also in view of some misunderstandings which have recently arisen directly in this connection.

### **Imperial Aim—Prompt and Satisfactory Settlement.**

MONTREAL, QUE., April 3rd, 1905.

*Imperial Life Assurance Co., Toronto.*

GENTLEMEN,—I am to-day in receipt of cheque No. 1889 for \$1,000 through your Manager Mr. A. McN. Shaw, in payment of claim under policy No. 12693 on my late husband Arsene Lemieux.

My husband was insured in May, 1904, and while in the best of health and following the occupation of farming and in no way exposing himself to any extra risk, he took ill and died March, 1905, having paid only one premium of \$34.00 on this Policy. I am, therefore, naturally a very strong believer in every man so protecting his family with life insurance, this \$1,000 being a great blessing to me.

I want to thank you very heartily for your prompt settlement of this claim, the cheque having been issued as soon as the completed claim papers were received at your Head Office, and appreciate the assistance and promptness of your Montreal agency who sent a representative, Lt.-Col. A. Fraser, to my house to settle this claim.

REGINA BLAIN LEMIEUX.

### **Canvass Present Policyholders.**

The Imperial Life has always prided itself upon the large number of policyholders who hold two, three, four, five and even six Imperial policies, taken out at different periods of time. Such a condition is clearly the result of increased satisfaction with the Company. There is probably no better illustration to present to a prospective applicant than this feature.

The following letter is suggested as one likely to attract considerable new business if addressed to present policyholders, and we would strongly recommend our agents to go carefully over their registers and select such policyholders who they believe can carry further insurance, and communicate with them:—

“DEAR SIR,—You will doubtless increase your line of life insurance this year, as many others are doing. Now if you are satisfied with the treatment you have received at the hands of the Imperial, we desire to make you more satisfied by placing another policy on your life. Our experience is that our policyholders are our best customers. Many persons are now carrying a number of policies in the Company, some as many as six, all taken out at different periods of time. Let us submit one of our improved plans to your consideration.

Please indicate on the enclosed card the amount and plan you think would interest you.

Yours truly,

.....”

We have prepared the enclosed special card, Form 476a, to accompany each letter, supply of which will be sent to our representatives upon request. The letter should be carefully written, and accompanying it and the card there should be an addressed return envelope, with one selected piece of literature.

*This plan has been tested and has brought new business. If systematically and enthusiastically taken hold of it should bring business to every Imperialite—try it.*



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 9

Published by the Imperial Life Assurance Co'y of Canada

(1-5-05)

## THE HONOR ROLL

The question has been raised, "Is it possible for every representative of the Imperial Life, who is devoting his entire time and attention to its interests, to secure a place each month on the Honor Roll?" There surely can only be one answer to this question—"Yes, certainly yes."

During the average month there are 26 working days. A minimum of \$5,000 new assurances represents but \$1,000 on the average each 5 days. Assuming that each application is for \$1,000, that would mean the closing of one application each 5 days; but as the average amount of each application is \$1,500, a record of \$5,000 during 26 working days is about at the rate of one application each 7 or 8 days. What Imperial representative is there who, if persistent, methodical and in earnest, cannot make such a record. The question was raised owing to the non-appearance from time to time of the names of certain Imperialites on the Honor Roll.

The Executive are of the opinion that it should be the aim of every Imperialite to secure at least a minimum of \$5,000 business each month, and thus obtain a place on the Honor Roll; but not only this, they are further of the opinion that it should be the aim of every Imperialite to seek to reach a position well up towards the top of it. If the aim were an unreasonable one if the conditions were beyond the ordinary life insurance man, excuses might be in order; but the amount has been placed at such a reasonable figure that it is not beyond the attainment of any representative of the Imperial Life who devotes his working days to faithful earnest effort.

Failure to accomplish what the Executive believe is reasonable and proper on the part of any Imperialite should be the occasion of serious questionings in his own mind as to whether he is putting into the work his best efforts, or whether his methods do not need changing.

## Life Assurance for Women.

This branch of the Company's business has been growing year by year, and has now assumed important dimensions. Most of the policies issued are to single women, usually wage-earners. The endowment plans appear to be the most popular with this class of insurers, although the policy illustrated in to-day's article is on the 20-Payment Life, Guaranteed Security plan.

It is perhaps worth while pointing out to the Company's representatives that there exists a large and ever-increasing field for insurance on the lives of women. Women hold many remunerative positions in the business and professional world as nurses, stenographers, clerks, salesladies, office assistants, school-teachers, music-teachers, artists, doctors, etc., etc. Very often they have persons dependent upon them, *e.g.*, widows with minor children, young women supporting aged parents, etc. In all such cases there exist good and sufficient reasons for taking out life assurance. Women frequently possess means of their own, and would welcome the suggestion to place their money in an investment at once so safe and so profitable as an endowment assurance. There are also many single women to whom an annuity in a reliable assurance company would appeal very strongly as a desirable method of providing a retiring allowance. These and many others afford a legitimate field for the life assurance canvasser, especially when the latter represents a company like the Imperial, which accepts healthy female and male risks on the same terms (subject of course to the restrictions dealt with in sections 71-73 of the Manual of Rules and Instructions to Agents).

The following is the policy that suggested the subject of this article:—

POLICY NUMBER 14928.

AMOUNT, \$10,000.

ANNUAL PREMIUM, \$459.50.

**20-Payment Life, Guaranteed Security**

Miss Jennie Gray, M.D.,  
Toronto.

Dr. Gray is one of the most successful lady practitioners in Toronto, and Mr. W. E. Kerr, the agent, is to be congratulated on securing this application.

**IF THE ASSURED DIES** during the first 20 years the Company guarantees to pay as follows:—

In event of Death of Assured after paying Premiums for	Sum of all Premiums paid by the Assured.	Amount Guaranteed to be paid by the Company.	Gain to Assured's Estate.
1 year .....	\$ 459.50	\$10,000.00	\$9,540.50
2 years .....	919.00	10,000.00	9,081.00
3 " .....	1,378.50	10,000.00	8,621.50
4 " .....	1,838.00	10,000.00	8,162.00
5 " .....	2,297.50	10,000.00	7,702.50
6 " .....	2,757.00	10,000.00	7,243.00
7 " .....	3,216.50	10,000.00	6,783.50
8 " .....	3,676.00	10,000.00	6,324.00
9 " .....	4,135.50	10,000.00	5,864.50
10 " .....	4,595.00	10,000.00	5,405.00
11 " .....	5,054.50	10,459.50	5,405.00
12 " .....	5,514.00	10,919.00	5,405.00
13 " .....	5,973.50	11,378.50	5,405.00
14 " .....	6,433.00	11,838.00	5,405.00
15 " .....	6,892.50	12,297.00	5,405.00
16 " .....	7,352.00	12,757.00	5,405.00
17 " .....	7,811.50	13,216.50	5,405.00
18 " .....	8,271.00	13,676.00	5,405.00
19 " .....	8,730.50	14,135.50	5,405.00
20 " .....	9,190.00	14,595.00	5,405.00

**IF THE ASSURED SURVIVES 20 YEARS** the premiums cease absolutely, and the accumulated surplus may be taken, either

(1) **In Cash**, estimated at \$3,190—being a return of over 34% of the premiums paid ; or

(2) **In Paid-up Assurance**, estimated at \$4,580, making the total paid-up assurance \$14,580 ; or

(3) **As a Life Annuity** of \$310. According to this option the transaction becomes equivalent to an investment of \$10,000, bearing interest at the rate of 3.1 % per annum during the life of the assured, and the whole investment to be returned immediately at her death. In other words, in consideration of 20 annual payments aggregating \$9,190, the Company guarantees to pay, in event of death, at least \$5,405 more than the amount invested ; and, if assured survives 20 years, the Company estimate to pay interest slightly in excess of bank rate and guarantee the return of the whole \$10,000 at death.

N.B.—It should be remembered that if any one of the above options is chosen the insurance does not cease, although the premiums do ; and that, at the end of every 5 years during the subsequent life of the assured, further surplus will be allotted to the policy.



If the assured decides to surrender the policy at the end of 20 years, the Company will pay

(4) **The Total Cash Value**, consisting of—

(a) Reserve, guaranteed .....	\$6,940
(b) Surplus, estimated .....	3,190
Total Cash Value .....	\$10,130

That is, the assured receives back all the money invested; \$940 besides; and, in addition, 20 years' assurance protection.

(5) **Life Annuity** of \$990 (*i.e.*, in return for 20 payments of \$459.50).

**Recent Appointments.**

The Imperial Life continues to attract first-class men to its agency staff. The following are recent appointments:—

W. P. DESPARD, Oshawa, Ont.	J. E. BEDAL, Coplestone, Ont.
S. E. BACON, Oakville, Ont.	D. F. MCKINLEY, Ridgetown, Ont.
M. S. CONKLIN, Toronto, Ont.	J. G. ROBERTSON, Calgary, N.W.T.
P. P. PICKERING, San Fernando, Trinidad	W. A. DUSTY, Windsor, Ont.
W. A. ROLSTON, Princess Town, “	H. PRECIOUS, Guelph, Ont.
F. H. COOPER, Walkerville, Ont.	G. W. and V. A. SMITH, St. George's, Grenada

**“The First Seven Years' History.”**

The following figures indicate the progress made, the financial strength attained, and the profit-earning power of each Company after being between seven and eight years in business:—

Company.	Insurance in force.	Total Assets.	Net Surplus. Being surplus above all liabilities to policy- holders and Capital
Imperial .....	\$17,672,050	\$2,404,940	\$129,848
Federal .....	10,829,837	168,195	19,521
Great West .....	10,263,259	723,189	23,109
Manufacturers' .....	9,555,300	821,321	50,310
North American .....	6,974,390	542,319	54,896
Confederation .....	5,465,859	456,839	75,026
Royal Victoria (6 years) ...	3,924,770	398,642	108,056
Northern .....	3,586,160	404,412	56,077
Sun .....	3,374,683	336,396	19,867
Excelsior .....	2,803,621	250,114	443
Dominion .....	2,397,977	245,690	12,148
Canada Life .....	2,349,608	217,758	Not obtainable
Mutual Life of Canada ....	1,699,301	110,209	23,387
Peoples' .....	1,247,651	58,728	45,712

The position of the Imperial Life as above indicated in regard to “Net Surplus” is so far ahead of all competitors that it might be thought that it is or must be stated in the most advantageous way possible. Such is not the case. The Imperial Life has provided special reserves, or reserves in excess of the Government requirement, to the extent of \$117,315. If the reserves were computed on the Government Standard instead of the higher basis adopted by the Company, the surplus would be increased by \$117,315, and would amount to \$247,163.

The above was published in No. 5, Vol. 6, of AGENTS' NEWS, but contained an error in respect to the figures of the Great West.

It is well known that the Imperial does not indulge in comparisons for the sake of belittling or disparaging its competitors. The figures are given here simply to illustrate to Imperial agents the growth and progress of the Imperial. They are not intended and must not be used for any other purpose.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 10

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(15-5-05)

## LOCAL AGENTS

The functions of a local agent are threefold. (1) To represent the Company generally; (2) to secure a fair share of new business, and (3) to collect renewal premiums.

Some of the Imperial's local agents have overlooked the first two functions, and have simply contented themselves by the collection of renewal premiums, the remitting of them to Head Office, and receiving a commission therefor. In common with other life companies, the Imperial Life feels it incumbent to intimate to its local representatives that, in order to retain this Company's agency, it is essential that a fair amount of new business shall be secured each month. Other life companies are receiving new business from practically all parts of Canada, from small agencies as well as from large agencies, and in order that the Imperial may not be outdone, it becomes essential that each one of its local representatives shall be alert and aggressive in the securing of new business. The opportunity, therefore, is taken of intimating that from and after this date, it is expected that each local agent is to secure at least some business each month. We feel that this is not an unreasonable request, and it is only in the fulfilment of the terms of their agreements. Should this suggestion be not complied with our local agents must not feel hurt if they are asked to make way for some other representative who it is believed will be able to fulfil the conditions of the Company's wishes, either by a suggestion from the Home Office, or by a suggestion from the Provincial or District Manager in charge of the territory.

## Term Assurance

AMOUNT, \$30,000.	ANN. PREMIUM, \$334.50.
PLAN:—	
<b>10-Year Term</b>	
Charles A. Henderson,	
Promoter,	
New York	

Term policies are not so popular as life and endowment policies, for several reasons :

- (1) They carry no surrender values.
- (2) The assurance ceases absolutely at the end of the term. Most men desire the protection for a longer period.
- (3) The money invested is never returned except in the event of the assured's death during the term.

However, term policies have their uses; else you may be sure they would not be quoted in the Imperial's Rate Book. An alert agent will sometimes place a term policy with a business man, manufacturer, etc., who would have nothing to do with a more expensive plan. Its very cheapness attracts him. He does not regard the transaction as a loss if he lives to the end of the term, for he has had the assurance protection in return for his premiums. And he has the satisfaction of knowing that his assurance is being obtained at the lowest present cost, leaving him to use the balance of his income for other purposes. The Imperial has very few Term policies on its books. Those that have been issued have been for large amounts, rarely under \$5,000.

Term policies are very frequently taken out for business purposes. Circumstances sometimes arise in business where the death of a partner, a manager, a capitalist, etc., would result very disastrously. It then becomes of supreme importance, in the interests of the business, to have a life policy effected on the person in question. The necessity for the assurance may no longer exist in, say, ten years time. The policy that naturally suggests itself is, therefore, a 10-Year Term. Besides, in a growing business which demands the investment of every available dollar, there is a considerable saving effected by the selection of a Term policy. For instance :

Annual premium of \$334.50, as compared with :

- |     |                         |        |   |
|-----|-------------------------|--------|---|
| (a) | An annual premium of \$ | 529.50 | on the Ord. Life, Non-Participating Plan. |
| (b) | "                       | "      | 655.50 " " " Participating "              |
| (c) | "                       | "      | 756.00 " 20 Pay Life, Non-Participating " |
| (d) | "                       | "      | 918.00 " " " Participating "              |
| (e) | "                       | "      | 1,459.50 " 20 Year Endow. Participating " |
| (f) | "                       | "      | 2,002.50 " 15 " " " "                     |



## A Good Example.

The following is an extract from a letter recently received from one of the Imperial Life's District Managers, whose Agency, needless to say, makes a most creditable showing in the way of a low lapse ratio:—

“I am much pleased at the outcome, as they are living in a very fine settlement, and the good will of the family will certainly be of advantage to the Imperial Life in that neighborhood. This is the second old policy I have had the pleasure of putting in shape in E— during the last month. I might say that I take as much pleasure in reviving an old policy as securing a new one, as lapsed policies mean dissatisfied policyholders, and naturally these are of no benefit to any Company.”

This is the spirit that counts in the building of a profitable Agency. Good business is not only lapse-proof but profitable both to the Agent and the Company. Poor business is expensive and unsatisfactory in every case. An indispensable condition of your success is a solid foundation, and the *only* solid foundation is *quality*. Business to pay must stay. Therefore make your work pay by writing only persistent business.

## Get Acquainted.

The right introduction in any community will open the way for a nice business. There is danger, however, in becoming acquainted with too many men. You may run across some who are helping other agents and arouse their opposition. Besides, too large an acquaintance is apt to cause you to scatter your efforts. Remember that acquaintance should grow like the oak and not the mushroom. What you desire to do is to establish yourself favorably in the minds and hearts of the best citizens in the community where you expect to do your work as a solicitor. An introduction from a prominent citizen, either in the place of business or social circle, followed up with a friendly call, a warm grasp of the hand, while maintaining a dignified yet genial bearing, will surely open the way to a business engagement with promise of success.

If no examiner has yet been appointed, attend to it first of all. Examiners are appointed by the Home Office. Suggestions from the agents, however, are appropriate and welcome. The Chief Medical Referee will be pleased to have you offer the names of two or three regular physicians of good standing in the community where you expect to do your work. From these names it is more than likely that he will make a selection and forward you necessary appointment blank for the physician to execute. When you interview the physician about his appointment, endeavor to secure his application for a policy of insurance in the company. A good examiner, familiar with the merits of the company and not afraid to mention them on proper occasions, will be worth a great deal to you. Never offer him any remuneration for assisting you in the securing of business beyond his regular examination fee. This will be sufficient to stimulate him to keep the company in mind and speak of it to his friends if he finds that you are getting the business.

## Recent Appointments.

The Imperial Life still continues to attract first-class men to its agency staff. The following are recent appointments:

C. H. F. ROY, Chambly Basin, Que.	J. A. BENJAMIN, Fort Marie, Jamaica.
H. B. THOMPSON, Truro, N.S.	F. LALIBERTE, Montreal, Que.
J. BALANTYNE, Brussels, Ont.	G. H. MCKAY, Morden, Man.
L. J. MICHAUD, Fraserville, Que.	J. G. ROBINSON, Markham, Ont.
C. B. CALDERWOOD, Atherley, Ont.	A. E. WALKER, Esterhazy, Assa.
J. STIRTON, Ingersoll, Ont.	E. J. H. MORSE, Bridgetown, N.S.
J. A. LILLIE, Guelph, Ont.	H. P. WILSON, Montreal, Que.
C. S. BRIDGMAN, Aylmer, Ont.	

## Prompt and Satisfactory Settlement.

TORONTO, May 5th, 1905.

*Imperial Life Assurance Co.,  
Toronto.*

DEAR SIR,—I have to thank you for your cheque of \$2,014.37, handed to me to-day in payment of Policy No. 967, taken out in the Imperial Life by my late husband. It gives me great pleasure to state that the cheque was issued most promptly, and that every consideration and attention has been shown me by the Company in the preparation of the papers to prove my claim. The Company's treatment of me throughout has been, in fact, all that could be desired, and will enable me to always speak of the Company in the highest terms.

Again thanking you for placing me in possession of the proceeds of the policy without any delay, and for your many courtesies, I am,

Yours very truly,

ROSA HARRIS.

## Life Assurance a Necessity.

One of the strongest arguments an agent can use against procrastination in taking a life insurance policy is that illustrating the uncertainty of life as evidenced by the numerous policies which become claims before they have been in force a single year. No company can say positively when a risk is accepted that the insured will live to pay a second premium, but only that the probabilities are in favor of his doing so. We know that of a given number of persons at a certain age so many will die within the year, but the life insurance company does not know, at age thirty-five for instance, whether the latest entrant at that age will die in the year, or whether it shall be a long-time policyholder of that age. In either event the company is prepared to pay the claim, because the plan takes note of the probabilities of life and death for a large enough body of persons to form an average. It is the uncertainty of the duration of life in individual cases which makes life insurance absolutely necessary for the protection of a man's family or business interests. Confidence in one's health and strength, with perhaps an hereditary tendency to long life, may induce some men to believe they have no need for insurance, but every such claim is

specious, and the agent will have little difficulty in citing instances of persons with prospects of long life equally as good who have passed away. Life insurance is a necessity to every man for the protection it affords in case of an early death, and if the life is prolonged there is nothing lost by the transaction in the end.

### Honor Roll "A" for April.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
J. W. Ney, West Indies.....	31,500	1	1,951.15	1	4
Dr. D. Lowrey, Toronto .....	22,000	2	1,068.75	2	4
A. W. Ross, Winnipeg, Man.....	19,000	3	590.00	4	4
J. H. Macabe, Toronto .....	13,500	4	361.05	7	3
F. B. Springer, Vancouver, B.C. ....	11,000	5	537.95	5	4
Israel Taylor, London, Ont.....	10,250	6	344.05	8	4
W. H. Seymour, Hamilton, Ont....	10,000	7	683.00	3	2
J. S. Wallace, Winnipeg, Man.....	9,500	8	391.85	6	2
A. C. Belle Isle, Chicoutimi, Que...	8,000	9	232.10	12	4
H. B. McBain, Peterboro', Ont.....	7,000	10	323.55	9	1
W. E. Kerr, Toronto.....	7,000	10	264.95	11	2
J. B. Cooke, Kingston, Ont.....	7,000	10	231.20	13	3
J. C. Baker, Halifax, N.S. ....	6,000	13	219.80	14	3
R. W. Day, Edmonton, Alta.....	6,000	13	209.15	15	1
F. Laliberte, Montreal, Que.....	6,000	13	121.60	20	1
S. P. Saunders, Kingston, Ja.....	5,750	16	286.10	10	1
H. S. Lowndes, Montreal, Que....	5,000	17	201.80	16	1
J. J. Gardiner, Cornwall, Ont .....	5,000	17	195.50	17	2
R. C. Duncan, Petrolea, Ont.....	5,000	17	182.60	18	2
C. M. Turner, Calgary, Alta.....	5,000	17	144.25	19	3

### Honor Roll "B" for April.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
C. A. Bourne, New Westminster, B.C.	6,500	1	212.00	1	2
Messrs. Manton & Hart, Kingston, Ja.	4,000	2	208.80	2	1
J. E. Mayers, Bridgetown, Barbadoes.	4,000	2	174.90	3	3
R. E. Brett, Victoria, B.C.....	4,000	2	132.40	5	2
Bishop & Redden, Tyvan, Assa.....	3,500	5	134.75	4	1
H. T. Roesler, Head Office, Toronto.	3,000	6	110.95	6	1
P. Dumoret & Co., Trinidad, B.W.I.	3,000	6	94.05	7	3



Mr. J. W. Ney leads Honor Roll "A" for April. This is the second time this year that Mr. Ney has secured first place, both in regard to volume of business and amount of premiums.

Dr. D. Lowrey is making 1905 a record year for new business. His name is found in first or second place each month.

Mr. A. W. Ross, of Winnipeg, keeps near the top each month. The west is well represented this month on the Honor Roll.

Mr. J. C. Gass and Mr. C. A. Crysdale have missed fire this month. This is noticeable, as these gentlemen hold records as steady "shots."

Mr. H. T. Roesler, of Head Office, has made good for place on Honor Roll "B" this month. Mr. Roesler has written some good business during the past year, and should keep his place on the Roll.

Messrs McDermid & McHardy are missed from the Roll this month for the first time this year—reason please?

### Leaders of Honor Roll "A" for 1905.

January.....	Dr. D. Lowrey, Toronto, Ont.....	\$58,500
February.....	J. W. Ney, West Indies .....	20,500
March .....	A. H. Fair, Toronto .....	25,000
April.....	J. W. Ney, West Indies.....	31,500

### Leaders of Honor Roll "B" for 1905.

January.....	J. B. Waddell, Carleton Place, Ont.....	\$20,000
February.....	W. G. Morrow, Peterboro'.....	8,000
March .....	P. Dumoret & Co., Port of Spain, Trinidad...	23,000
April .....	C. A. Bourne, Vancouver, B.C.....	6,500

### Standing of the Agencies for April, 1905.

1. Head Office Agency	11. Hamilton	20. Port Hope
2. West Indies	12. Peterboro' Co.	21. St. Catharines
3. Winnipeg	13. Edmonton	22. Peterboro' City
4. Vancouver	14. St. John	Charlottetown, P.E.I
Montreal	15. Petrolea	24. Newfoundland
6. Regina	Calgary	Brantford
7. Halifax	17. Windsor	Sault Ste Marie
8. London	Guelph	Brockville
9. Ottawa	Stratford	Belleville
Kingston		

### Re Endorsing of Notes.

In complying with rule "24" on page "6" of the Manual of Instructions, some of the Company's representatives have endorsed notes given by minors. This is not satisfactory to the Company, and in future representatives will kindly discontinue this practice. It has been found that in asking the Company's representatives to pay the notes which they have endorsed, they

have felt that the Company has dealt harshly with them in insisting upon the fulfilment of the obligation. The Company on its part, and in justice to its policyholders must insist upon the payment of such notes. The way out of the difficulty which presents itself in this manner is for the representatives to cease endorsing notes.

### Re Guarantee Bonds.

At a recent meeting of the Board of Directors it was decided to place Guarantee Bonds covering our representatives with The United States Fidelity and Guarantee Company. A special arrangement has been made with this Guarantee Company to issue blanket bond covering each of our representatives, at the rate of 60c. per \$100. In view of this arrangement we shall be glad if our Provincial and District Managers when making contract where personal bond is not submitted, will have application form filled out on the form of The United States Fidelity and Guarantee Company, and forward to this office.

### How the Imperial Stands in Manitoba.

We have received from our esteemed Provincial Manager, Mr. J. S. Wallace, in Winnipeg, a statement showing the gross premium income of the various companies operating in Manitoba in 1904. We understand that this information is obtained from a Provincial Government Report.

Although the Imperial has been operating in Manitoba for but a period of seven years and three months, it stands 8th on the list of some 26 companies occupying that field. Much credit is due to Mr. Wallace for the excellent stand which the Imperial Life has taken. Mr. Wallace has his eye upon even a higher position. We know that he is ambitious, and that he will not be content until the Imperial is very close to the top:—

#### *Position of Companies as to Gross Premium Income for 1904.*

1st .....	Confederation Life .....	\$144,526.10
2nd .....	New York Life .....	142,595.85
3rd .....	Great-West Life .....	136,413.90
4th .....	Canada Life .....	120,947.41
5th .....	Mutual of Canada .....	101,136.34
6th .....	Federal Life .....	62,029.31
7th .....	North American Life .....	55,284.20
8th .....	Imperial Life .....	53,259.32
9th .....	Sun Life .....	49,366.46
10th .....	Mutual of New York .....	43,077.81
11th .....	Manufacturers' Life .....	41,941.91
12th .....	Mutual Reserve .....	37,292.17
13th .....	Equitable .....	31,531.73
14th .....	Excelsior .....	30,900.00
15th .....	London & Lancashire .....	29,876.32

16th .....	Home Life.....	29,322.49
17th .....	Metropolitan.....	26,724.96
18th .....	London Life.....	25,720.40
19th .....	Standard Life .....	22,463.72
20th .....	Ætna Life .....	17,923.86
21st .....	Royal-Victoria .....	14,399.25
22nd .....	Continental .....	14,097.66
23rd .....	Northern Life .....	13,278.34
24th .....	Toronto Life .....	8,585.97
25th .....	Pelican & Brit. Empire .....	8,585.10
26th .....	Peoples Life.....	4,973.30
27th .....	National Life.....	4,700.00
28th .....	Dominion Life .....	3,680.29

### **Another Reason—How to Prevent Lapses.**

It very often happens in connection with the work of the Reinstatement Department at Head Office that in reply to letters sent out to policyholders who have allowed their policies to lapse, letters are received which give to us an insight into the cause of lapse. In a great many cases it is found that the lapse of the policy is brought about by a change in the financial position of the assured which renders the payment of further premiums impossible; this the agent is powerless to prevent. Not infrequently, however, the cause of lapse can be traced directly or indirectly to a misunderstanding of the policy by the assured, too often resulting from a faulty representation of the policy by the agent. Instances might be cited where an applicant has been induced to apply for a 20-Payment Life Policy while all the time under the mistaken impression that he was securing a 20-Year Endowment Policy. This impression might have been created in various ways, but the fact that it was created is evidence of a failure upon the part of the agent to explain the conditions of the policy to the applicant with sufficient clearness and thoroughness. Not everyone is possessed of a clear understanding of even the elementary principles of insurance, and in many cases a great deal of explanation will be necessary to give the applicant a clear understanding of the transaction. A policyholder, to be satisfied, must thoroughly understand his contract, and a policyholder to be permanent must be a satisfied policyholder; and thus is seen the important bearing which the method of securing business has upon the lapse ratio.

The use, or rather the misuse of estimates, is another stumbling block in the way of a satisfactory understanding of the contract by the applicant. Too often it is found that the estimates of the Company have come to be looked upon by the applicant as guarantees; and when he fails to find such guarantees in his policy he very often becomes dissatisfied and perhaps drops the policy.

The proper time to prevent the lapse of a policy is (if we may be allowed to say) before the policy is issued, and, bearing this in mind, let every Imperialite see to it that every policy he sells is clearly understood and appreciated by its purchaser.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 12

Published by the Imperial Life Assurance Co'y of Canada

(15-6-05)

## "Quality"—An Absolute Essential to Success

The Imperial has always been noted for the high quality which characterizes its business, but the following facts in regard to our record for the first five months of 1905 will probably be a surprise to even the most optimistic Imperialites. Our business of this year is unrivalled in this respect in the history of the Company.

Firstly, let us shortly review the past record of the Imperial in regard to the character of its business. The Sun Life has recently issued a comparison of the results of each Company for 1904. We reprint part of it here, with a few additions, simply in order that the true position of the Imperial may be shown. Only companies with \$10,000,000 of assurance in force are considered :

	Amount of policies new and taken up in Canada in 1904.	Increase in as- surance in force in Canada in 1904.	Percentage of increase.
Sun .....	\$6,719,789	\$4,270,989	64
Mutual .....	4,789,506	2,885,419	60
<b>Imperial .....</b>	<b>3,851,366</b>	<b>2,136,858</b>	<b>55</b>
Manufacturers ...	3,379,601	1,872,163	55
Great West .....	5,103,413	2,616,161	51
Confederation ...	4,245,797	2,170,027	51
North American..	4,420,857	2,174,141	49
Canada .....	5,443,992	2,197,002	40
Federal .....	2,874,565	1,073,616	37

	Amount of policies new and taken up in Canada, 1898-1904.	Increase in as- surance in force in Canada, 1898-1904.	Percentage. of increase
<b>Imperial</b> .....	<b>\$23,984,445</b>	<b>\$14,751,659</b>	<b>62</b>
Mutual .....	29,908,544	18,579,466	62
Great West .....	23,036,216	13,679,818	59
Sun .....	31,091,168	16,384,565	53
North American .....	27,586,572	12,566,985	46
Manufacturers .....	27,718,661	11,809,833	45
Confederation .....	23,551,626	9,983,870	42
Canada .....	30,232,733	11,927,513	39
Federal .....	16,754,000	5,166,258	31

From the above figures you will see that the Imperial held at the close of 1904 a leading position in regard to the quality of its business—a position which reflects, more than any other, the unexcelled progress made by the Company during the past few years. This has been accomplished in spite of the fact that all the other companies had a large business and a complete organization throughout Canada, whereas the Imperial started without either.

Referring now to this year's record, you are already aware that the new assurances issued to May 31st show the magnificent increase of 30% over those of 1904. At the same time the terminations for that period show a decrease of 20%, **so the net gain in assurance in force thus far this year shows an increase of 120%, or more than double, as compared with the increase for the first five months of 1904.** The net increase in assurance in force to May 31st is over \$1,000,000.

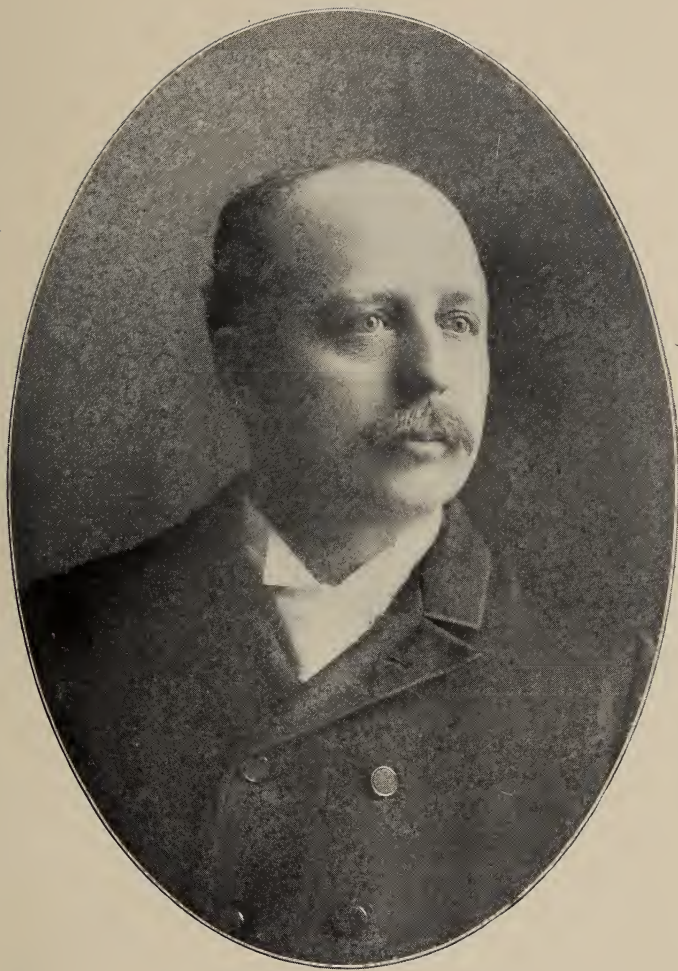
That this is an achievement to be justly proud of will be granted by our strongest competitors, and to you, gentlemen of the field staff, belongs the honor of its accomplishment. "Quality" is stamped on your applications. You are building up a 1905 record which will stand unique in the history of the Imperial Life.

Now just a word regarding the future. We count upon every Imperialite keeping "quality" before him in his canvass. "The business that stays is the business that pays," and your individual records will be judged, not only by the amount of business you secure, but just as much, by its quality. "Retain your old business" and thus contribute your share to the Imperial's grand 1905 record.

### New Appointments.

Horace Collin, Montreal, Que.  
B. A. Hooper, Georgetown, Ont.  
Thos. J. Mason, Port Perry, Ont.  
H. Henville, St. Lucia, B.W.I.  
Geo. Johnston, Goderich, Ont.  
A. J. Garner, Stratford, Ont.  
J. F. Best, Winnipeg, Man.  
G. Chevretils, Montreal, Que.  
W. Uglow, Montreal, Que.  
F. B. Howarth, Calgary, Alta.  
G. M. Hallowell, Schomberg, Ont.  
R. L. Hoar, Edmonton, N.W.T.

J. G. Robertson, Gladstone, Man.  
C. A. Bourne, New Westminster, B.C.  
W. H. W. Daly, Winnipeg, Man.  
Geo. Leyes, Carlsruhe, Ont.  
C. B. Pitblado, Winnipeg, Man.  
J. E. Nield, Edmonton, Alta.  
F. R. Crooks, Halifax, N.S.  
T. Monette, St. Hyacinthe, Que.  
R. M. Hopkinson, Saskatoon, N.W.T.  
J. Gabel, Listowel, Ont.  
L. A. McTavish, Tavistock, Ont.  
G. W. Slaughter, Stratford, Ont.



HERBERT B. ANDREWS

DISTRICT MANAGER

*The Imperial Life Assurance Co. of Canada*

STRATFORD, ONT.





**Honor Roll “A” for May.**

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company’s interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked :—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon.
- (3) Each month there is a summary giving the number of times the agent’s name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
W. H. Seymour, Hamilton, Ont. . . .	27,000	1	770.50	2	3
Dr. D. Lowrey, Toronto, Ont. . . . .	26,000	2	511.80	5	5
J. H. Macabe, Toronto, Ont. . . . .	18,500	3	806.95	1	4
J. S. Wallace, Winnipeg, Man. . . . .	15,000	4	162.40	16	3
A. W. Ross, Portage la Prairie, Man.	12,500	5	515.35	4	5
C. M. Turner, Calgary, Alta. . . . .	10,000	6	352.90	8	4
H. B. Andrews, Stratford, Ont. . . .	9,500	7	300.65	11	3
J. W. Ney, West Indies. . . . .	8,500	8	515.90	3	5
A. Audy, Grand Mere, Quebec. . . .	8,000	9	363.60	7	1
F. B. Springer, Vancouver, B.C. . . .	8,000	9	307.00	10	5
C. A. Crysdale, Vancouver, B.C. . . .	7,000	11	384.95	6	4
W. A. Dusty, Windsor, Ont. . . . .	7,000	11	275.20	12	1
I. Taylor, London, Ont. . . . .	6,500	13	217.70	14	5
J. T. McGeary, Toronto, Ont. . . . .	6,000	14	220.30	13	2
W. G. Moore, Vancouver, B.C. . . . .	5,500	15	316.00	9	1
J. W. Seymour, St. Catharines, Ont.	5,000	16	177.05	15	2
G. Chevretils, Montreal, Que. . . . .	5,000	16	158.00	17	1
B. R. Magnan, Montreal, Que. . . . .	5,000	16	156.25	18	1

**Honor Roll “B” for May.**

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company’s interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
P. Dumoret & Co., Trinidad, B.W.I.	8,500	1	400.35	1	5
S. Galbraith, Antigua, B.W.I. . . . .	6,500	2	397.90	2	1
W. H. Bessey, Toronto, Ont. . . . .	5,500	3	110.55	6	2
J. A. Benjamin, Jamaica, B.W.I. . . .	4,500	4	234.60	3	1
Messrs. Manton & Hart, Jamaica, B.W.I. . . . .	4,000	5	195.90	4	2
W. C. Stephens, St. Kitts, B.W.I. . .	3,000	6	167.30	5	1

**Standing of the Agencies for May.**

1. Montreal, Que.	11. Calgary, Alta.	21. Petrolea, Ont.
2. West Indies	Ottawa, Ont.	Regina, Assa.
3. Winnipeg, Man.	13. Stratford, Ont.	23. Charlottetown, P.E.I.
Home Office	14. Windsor, Ont.	24. Brandon, Man.
5. Hamilton, Ont.	15. St. John, N.B.	Brighton, Ont.
6. Toronto “L”	16. Kingston, Ont.	Edmonton, Alta.
7. Vancouver, B.C.	17. Brockville, Ont.	27. Shelburne, Ont.
8. Toronto “City”	Guelph, Ont.	Nelson, B.C.
9. Halifax, N.S.	Orillia, Ont.	Port Hope, Ont.
10. London, Ont.	St. Catharines, Ont.	

## Herbert Blake Andrews, District Manager, Stratford, Ont.

It is with much pleasure we present a likeness of our esteemed Stratford representative, with a few notes relating to him.

Mr. Andrews is a native of Morrisburg, Ontario, having been born there on the 5th of January, 1862; the son of a Methodist minister—a religious body which has always been prominent in the religious, moral and social upbuilding of our Dominion. Mr. Andrews in early life went to the North-West, where he remained for some twelve years, in the employ of the Hudson Bay Company. On returning from the West he associated himself with the Imperial Life, since which time he has continuously been active in its service—first with the Head Office agency, and subsequently as District Manager of the Stratford branch, which embraces the counties of Huron, Perth and Oxford.

Mr. Andrews has been a successful producer of new business—business of a character which paid himself and the Company. He has the happy faculty of making very clear to the prospective insurer the terms of the contract, and when once the prospect is convinced, there is no further trouble or room for doubt or misunderstanding. His policies are well taken up and well renewed, and are of the character which go to build up a permanent and successful agency. So successful were Mr. Andrews' efforts at the Head Office agency that in looking for a Manager for the Stratford district the Company immediately selected Mr. Andrews for the position. Mr. Andrews has made excellent progress in organizing the territory, and has surrounded himself with a good class of local agents. He is a firm believer in Imperialism, and has the faculty of impressing upon his prospects and his agents the truth, that there is no company which surpasses The Imperial.

In stature, like many other Imperial Life men, Mr. Andrews is "representative," standing 6 feet high and weighing 210 lbs., broad-chested, broad-minded, kindly in nature, a warm friend, earnest and sincere, Mr. Andrews makes an ideal Imperialite.

### Notes.

Mr. Seymour, of Hamilton, and Mr. Macabe, of Toronto, are two Imperialites who "know how." We congratulate them upon leading Honor Roll "A" this month—Mr. Seymour in business and Mr. Macabe in premiums.

West Indies made a good record for May. Mr. Dumoret has been on the Honor Roll every month this year, and leads for the second time—a splendid record. All our representatives in that field are working hard, and rapidly establishing the Imperial in the premier position.

Dr. Lowrey is holding up his end this year. A monthly average of \$27,000 personal business is an achievement to be proud of. Well done, Doctor.

Six Imperialites have been on the Honor Roll every month this year.

### Leaders of Honor Roll "A" for 1905.

January .....	Dr. D. Lowrey, Toronto, Ont.....	\$58,500
February .....	J. W. Ney, West Indies .....	20,500
March .....	A. H. Fair, Toronto.....	25,000
April .....	J. W. Ney, West Indies.....	31,500
May .....	W. H. Seymour, Hamilton, Ont.....	27,000

### Leaders of Honor Roll "B" for 1905.

January .....	J. B. Waddell, Carleton Place, Ont.....	\$20,000
February .....	W. G. Morrow, Peterboro', Ont.....	8,000
March .....	P. Dumoret & Co., Port of Spain, Trinidad ...	23,000
April.....	C. A. Bourne, Vancouver, B.C. ....	6,500
May .....	P. Dumoret & Co., Port of Spain, Trinidad....	8,500



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 13

Published by the Imperial Life Assurance Co'y of Canada

(1-7-05)

## THE LAST HALF

You have already been advised of the splendid results achieved during the first five months of this year ; we are now pleased to be able to say that the June business will maintain that magnificent record. We will close the first half with about \$2,200,000 new business issued, an increase of over 25% as compared with the same period of 1904. When in addition to the large volume of our business, we also consider its excellent quality, the figures cannot fail to be highly gratifying to all concerned. Thus far we have attained our aim for 1905.

The last half of 1904 yielded \$2,443,672 of new policies issued—an average of over \$400,000 per month—so that to maintain our record, and reach the desired goal, the campaign for the balance of the year must be planned to produce \$3,000,000 of good business. This may seem a large amount, but from our knowledge of the general prosperity throughout the country ; the promise of a bountiful harvest ; and lastly but not least, the marked enthusiasm of our representatives, we feel confident it will be exceeded.

Each Imperialite already has his aim for the balance of the year—the completion of his Convention quota. How is yours coming along? Remember that a proportionate amount each month is the surest road to success. Make July yield its share.

## Imperial Business.

We produce herewith a list of prominent policyholders who have joined the Imperial this year. This list will be an indication to you that we are getting our large 1905 business from the best class of people—people who will keep their policies in force.

Upon glancing at the names of the agents who have secured these policies, you will see that a few of our representatives apparently make a specialty of large business. If it were not for the work of such Imperialites as Dr. Lowrey, Messrs. Paul Dumoret and F. B. Springer our list of prominent policyholders would be very small indeed. These three gentlemen secured one-half of the policies mentioned.

Of course the large bulk of the business of every company is made up of \$1,000 and \$2,000 policies, but it is our conclusion that there are many more Imperialites who could write "large" business if they would go after it. The people who can carry these policies—the manufacturers, merchants and professional men—are all doing well, and prospects for the future were never so bright. Why can't **you** get some of their applications?

Think this matter over carefully, Mr. Imperialite. What opportunity does your district afford for development along this line? There are a good many men right near you who can take \$5,000 or more. See them at once and close a few of them this month.

### PROMINENT POLICYHOLDERS.

NAME.	OCCUPATION.	ADDRESS.	AGENT.	AMOUNT.
F. de Matas....	Planter.....	Trinidad, B.W.I...	P. Dumoret & Co..	\$ 5,000
T. C. Robinette....	Barrister.....	Toronto, Ont.....	W. G. Reburn....	7,000
W. H. K. Magee....	Journalist.....	Toronto, Ont.....	Dr. Lowrey.....	5,000
C. E. Whitlaw....	Accountant.....	Stanley, B.C.....	F. B. Springer...	5,000
G. W. Boake....	Merchant.....	Toronto, Ont.....	Dr. Lowrey.....	5,000
G. E. Hill.....	Dentist.....	Toronto, Ont.....	Dr. Lowrey.....	5,000
C. Schlichter.....	Student.....	Toronto, Ont.....	Dr. Lowrey.....	5,000
R. C. Lowrey....	Student.....	Toronto, Ont.....	Dr. Lowrey.....	5,000
T. H. Percival....	Manufacturer....	Merrickville, Ont..	J. B. Waddell....	20,000
E. R. Wood.....	Man. Dir. Central Can. L. & S. Co...	Toronto, Ont.....	Dr. Lowrey.....	20,000
J. B. Warnock....	Manufacturer....	Galt, Ont.....	C. F. Stewart....	5,000
G. M. Wright....	Insp. Loan Co....	Toronto, Ont.....	H. B. Andrews...	6,000
P. E. Hamby.....	Treas. Loan Co....	Toronto, Ont.....	W. G. Reburn....	10,000
E. H. Grubbe....	Accountant.....	Vancouver, B.C...	F. B. Springer...	5,000
W. J. Johnston....	Farmer.....	Kenton, Man.....	R. Hall.....	5,000
Miss S. L. Kernahan	Student.....	Trinidad, B.W.I...	P. Dumoret & Co..	5,000
J. F. Gillies.....	.....	Haileybury.....	Dr. Lowrey.....	5,000
Dr. R. G. Deane..	Physician.....	Barbados, B.W.I..	J. W. Ney.....	5,000
T. L. Walker.....	Professor.....	Toronto, Ont.....	.....	10,000
W. P. Cohoe.....	Professor.....	Toronto, Ont.....	Dr. Lowrey.....	5,000
W. G. Morrow....	Mgr. Loan Co....	Peterboro', Ont...	W. G. Morrow....	5,000
Dr. J. Gray.....	Physician.....	Toronto, Ont.....	W. E. Kerr.....	10,000
J. S. McKinnon...	Merchant.....	Toronto, Ont.....	.....	5,000
J. P. Rodriguez...	Venezuelan Consul	Trinidad, B.W.I...	P. Dumoret & Co..	5,000
N. D. Lewis.....	Manufacturer....	Toronto, Ont.....	R. W. Vanderwater	5,000
C. Allard.....	Planter.....	Trinidad, B.W.I...	P. Dumoret & Co..	7,000
Dr. C. M. S. Farnum	Physician.....	Trinidad, B.W.I...	P. Dumoret & Co..	5,000
B. L. McKellar....	Merchant.....	Sarnia, Ont.....	D. N. Sinclair....	5,000



CHARLES M. TURNER

DISTRICT MANAGER

*The Imperial Life Assurance Co. of Canada*

CALGARY, ALTA.





POLICYHOLDERS—Continued.

NAME.	OCCUPATION.	ADDRESS.	AGENT.	AMOUNT.
Rev. C. L. Ball ...	Clergyman .....	Halifax, N.S. ....	J. C. Gass .....	5,000
J. J. Smith .....	Merchant .....	Yorkton, N.W.T. ..	C. W. R. Pearson..	5,000
A. G. Peacey .....	Manufacturer .....	Toronto, Ont. ....		10,000
A. M. Dymond .....	Lawyer .....	Toronto, Ont. ....	Dr. Lowrey .....	5,000
J. B. Thompson .....	Merchant .....	Toronto, Ont. ....	Dr. Lowrey .....	6,000
H. Langlois .....	Merchant .....	Toronto, Ont. ....	Dr. Lowrey .....	5,000
G. K. Quarrington .....	Traveller .....	Toronto, Ont. ....	Dr. Lowrey .....	5,000
R. McLeod .....	Contractor .....	Vancouver, B.C. ...	F. B. Springer ....	5,000
C. L. Wisner .....	Asst. Mgr. Massey- Harris Co. ....	Toronto, Ont. ....	Dr. Lowrey .....	5,000
J. J. Setter .....	Farmer .....	High Bluff, Man. ...	A. W. Ross .....	5,000
G. H. Smith .....	Sec. Canada Perm. Loan Co. ....	Toronto, Ont. ....	J. H. Macabe .....	10,000
P. E. Dumoret .....	Merchant .....	Trinidad, B.W.I. ...	P. Dumoret & Co..	5,000
L. R. Mitchell .....	Planter .....	Grenada, B.W.I. ...	J. W. Ney .....	5,000
Dr. T. C. Orford .....	Physician .....	Grenada, B.W.I. ...	J. W. Ney .....	5,000
A. R. Magnan .....	Merchant .....	St. Hyacinthe, Que.	B. R. Magnan ....	5,000
C. A. Henderson .....	Promoter .....	New York, N.Y. ....		30,000
J. Deleon .....	Planter .....	Trinidad, B.W.I. ...	P. Dumoret & Co..	5,000
M. H. Frost .....	Manufacturer .....	Cleveland, O. ....	W. H. Seymour....	5,000
L. N. O. Demers .....	Lawyer .....	Montreal, Que. ....	G. Chevrefils .....	5,000
W. A. Denton... T. A. Mitchell... L. Duncan .....	Merchants .....	Toronto, Ont. ....	J. H. Macabe .....	10,000
Dr. G. A. Winters .....				
J. R. Jamieson .....				
Dr. F. W. Marlow .....				
Dr. C. E. Treble .....	Physician .....	Toronto, Ont. ....	Dr. Lowrey .....	10,000
W. A. MacLennan .....	Mfrs. Agent .....	Vancouver, B.C. ...	F. B. Springer ....	5,000
J. H. Anderson .....	Financial Broker ..	Winnipeg, Man. ....	J. S. Wallace .....	15,000
W. J. Hodgson .....	Mgr. Loan Co. ....	Toronto, Ont. ....	H. B. Andrews .....	5,000
R. L. Dudley .....	Dentist .....	North Bay, Ont. ...	Dr. Lowrey .....	5,000
H. L. Frost .....	Manufacturer .....	Hamilton, Ont. ....	W. H. Seymour....	10,000
H. T. Keating .....	Physician .....	Montreal, Que. ....	W. Uglow .....	5,000
A. S. Simons .....	Merchant .....	Quebec, Que. ....	F. Laliberte .....	5,000
L. D. Gervais .....	Planter .....	Trinidad, B.W.I. ...	P. Dumoret & Co..	5,000
W. J. McMillan .....	Merchant .....	Vancouver, B.C. ...	F. B. Springer ....	5,000
E. A. McCullough .....	Physician .....	Toronto, Ont. ....	Dr. Lowrey .....	5,000
A. C. Ford .....	Traveller .....	Truro, N.S. ....	C. A. Armstrong..	5,000
H. W. Riggs .....	Physician .....	Vancouver, B.C. ...	F. B. Springer ....	5,000

**Charles M. Turner, District Manager, Calgary, Alta.**

Just a year ago, or to be exact, on June 1st, 1904, Mr. Turner, whose picture we have pleasure in producing, decided to connect himself with the Imperial. He was then Manager of the Telephone Company, at Grand Forks, B.C., which position he had held for a number of years, but after consideration he saw the possibilities in life assurance, especially in connection with the Imperial, and moved to Calgary to take charge of our interests in that district.

Mr. Turner is a native of Ontario, having been born in Elgin County, on October 26th, 1862, but his experience has been "Western." He left his home for Manitoba and the West when 20 years of age and has grown up with that part of the country, so to speak. Like most other people Mr. Turner believes in a great future for that part of our Dominion.

The success which has attended Mr. Turner's efforts during the past 12 months has been marked, and we join with him in prophesying a splendid future

for the Company in his district. His indomitable energy and perseverance are rapidly pushing the Imperial to the front there, and he has our best wishes in his efforts to make Calgary agency a leader. One has only to glance at his picture to see that if sterling integrity, determination and hard work will bring success, that success is already assured.

**An Imperial Record.**

Mr. W. H. Seymour, of Hamilton, Ont., is not our largest producer of new business, but he has what we consider as good a record to boast of. He started to work in March, 1904, and the following table shows the "quality" of his business for the year :

	Policies Issued.	Paid for.	Returned.
March.....	\$ 7,000	\$ 7,000	
April.....	4,000	4,000	
May.....	10,000	10,000	
June.....	6,000	6,000	
July.....	18,000	18,000	
August.....	7,000	7,000	
September.....	2,000	2,000	
October.....	3,000	2,000	\$1,000
November.....	7,000	7,000	
December.....	18,000	18,000	
	<hr/> \$82,000	<hr/> \$81,000	<hr/> \$1,000

How many Imperialites will equal this in 1905?

**Prompt Settlement—As Usual.**

HALIFAX, N.S., May 13th, 1905.

*The Imperial Life Assurance Co. of Canada, Toronto, Ont.*

GENTLEMEN,—In acknowledging receipt of your cheque in full settlement of my claim under Policy No. 8843, issued by your Company on the life of my son, Jas. P. McNeill, I desire to express my appreciation of your kindness and courtesy in connection with the prompt settlement which has been arrived at.

I shall have much pleasure in recommending your Company whenever an opportunity presents itself.

Yours very truly,  
JOHANNAH McDONALD.

**New Appointments.**

We are pleased to report that the following gentlemen have joined the field staff :—

- |                                    |                                   |
|------------------------------------|-----------------------------------|
| S. J. L'Ecyer, St. Jean, Que.      | Edward Dillane, Newmarket, Ont.   |
| L. J. R. Richardson, Wiarton, Ont. | J. S. Armitage, Kincardine, Ont.  |
| J. J. Reid, Smiths Falls, Ont.     | G. F. Coy, Regina, N.W.T.         |
| N. St. Julien, Rigaud, Que.        | J. E. M. Campbell, St. Jean, Que. |

Jones—Well Jack, old man, wouldn't it be nice if we could live our lives over again?

Brown—I guess not. I've got a 20 year Endowment maturing next month.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 14

Published by the Imperial Life Assurance Co'y of Canada

(15-7-05)

## MORTALITY

We have shown in recent numbers of the News that the "quality" of our business, in so far as lapses are concerned, is unexcelled by any Canadian company, but that is not the only point regarding which we can boast of a unique record. "Quality" in mortality is just as important, and in that respect the Imperial's record is just as striking.

You will remember that up to 1903 the proportion of actual mortality to expected mortality was 53%, a figure which was everywhere considered to be a wonderful achievement. At the close of 1904 this low percentage was further reduced to 49%, which at once stamps our business as unexcelled in this regard.

It is impossible to make an absolutely fair comparison of the position of the different companies in this respect, but the following figures are partly taken from the Sun Life comparative pamphlet, only presented in a different form. Companies with over \$10,000,000 assurance in force are considered:

	Premium Income.	Death Claims.	Percentage.
Imperial .....	\$591,151	\$58,227	10
Great West.....	654,837	98,073	15
Manufacturers .....	1,421,347	216,420	15
Mutual .....	1,368,695	220,304	16
North American.....	1,236,710	253,460	21
Sun .....	3,535,846	755,187	21
Federal.....	530,523	137,715	26
Confederation.....	1,228,585	360,190	29
Canada.....	3,011,182	1,331,777	44

Looking at it from every point of view the "quality" of our business is unexcelled. Imperialites have every reason to be proud of our unique record. See that you have some part in our grand 1905 achievement, and particularly that July yields its share.

## Promptness an Absolute Necessity.

The following letter was recently received at the Head Office of the Company, from Mr. Shaw, Provincial Manager for Quebec. It speaks for itself:

*Re A. Pare, No. 14146.*

*T. Bradshaw, Esq., Secretary.*

DEAR SIR,—This man applied to the Imperial Life on the 30th November for \$5,000, and policy was issued for that amount. On the 3rd of March he came to the office and told me that on account of his wife's serious illness and it being his first year in business he could not see his way clear to carry the \$5,000. Believing his representations to be correct (as I afterwards found they were), I agreed to reduce the assurance to \$1,000. His neglect to pay his note due 6th May puts him in the position of having no claim on the Company whatever.

He was killed by a street car on the 22nd inst. This is another illustration of the importance of policyholders attending promptly to their payments.

Yours truly,

A. MCN. SHAW,

Provincial Manager.

The circumstances of Mr. Paré's death were very sad, and the fact that he had allowed his policy to lapse serves but to accentuate the unfortunate position in which the bereaved family are left. The following is an extract from a Montreal paper relative to the accident:

"Anthime Paré, grocer, 622 St. Antoine Street, was the man who met death by being crushed between a post at the edge of the sidewalk and an electric car of the Montreal Street Railway Company, at the corner of St. Catharine and Harbor Streets, on Monday evening. The deceased was on his way to the Great Northern Station, corner of St. Catharine and Moreau Streets to take a train for St. Julien, where his wife and child had been for the past eight days. Paré had just alighted from a St. Catharine Street car and was standing on the corner waiting to transfer to a Maisonneuve car, when the rear truck of the east bound car was thrown towards the sidewalk, and Paré was pinned between the iron post and the car."

Mr. Paré was no doubt in the very best of health, and thought he could revive his policy at any time. The few days of delay proved in his case to be very costly. The story of this tragedy is further evidence of the awful uncertainty of life, and goes to show how all-important it is to guard against the lapse of one's insurance.

We trust our representatives will be able to utilize this instance to advantage in their efforts to reinstate lapsed policies.

Our record of revivals for the first half of this year is very satisfactory, but in order to make a good showing for the year, our record for the remaining half must be equally as satisfactory. This end can be attained only by giving to each case careful individual attention, and by persistently keeping after each policyholder in arrears until a decisive result has been attained.

## An "Imperial" Proposition.

We have from time to time given particulars of a few large policies recently issued by the Imperial, showing the options available to the assured under each one and the advantages in their favor. In the last issue of the "News" we gave a list of representative policies issued since the beginning of the year. You will have seen from these that the Imperial attracts the best class of business, a fact which is undisputed and which is largely due to its unexcelled position, attested to by the following facts :

### 1. SECURITY.

- (a) The Imperial has a capital of \$1,000,000, which is the maximum amount subscribed for in any Canadian company.
- (b) The Imperial has deposited with the Canadian Government a larger amount than any other Canadian life assurance company—\$250,000.
- (c) The Imperial maintains a reserve fund calculated upon the most stringent basis employed in Canadian life assurance. It was the first company in Canada to place its entire reserves upon a  $3\frac{1}{2}\%$  interest basis.
- (d) The Imperial holds a larger amount of cash surplus to policyholders in proportion to its liabilities than any other Canadian life company whose capital is not impaired.
- (e) The Imperial's Reserve Fund for the security of policyholders is over 10% greater than the Government requirements.

### 2. PROFITS.

- (a) The Imperial during 1904 added to its surplus fund for future division amongst its policyholders, a larger amount than in any previous year in the Company's history.
- (b) The Imperial earned during 1904 an average rate of interest of 5.42%—being the highest rate ever earned by the Company. With possibly one exception this is the highest rate of interest earned by any Canadian company.
- (c) The Imperial's mortality since the commencement has been less than half the mortality provided for in its rates, a saving which is and will be distributed amongst policyholders in the shape of increased profits.
- (d) The Imperial's expenses of management in proportion to its increase in business, compare very favorably with the expenses of any other Canadian company. The expenses incident to the placing of the first \$17,000,000 on its books have been materially less than the expenses of any other Canadian company during the same period.
- (e) The Imperial's charter guarantees that 90% of the profits under participating policies belong to the holders thereof.
- (f) The Imperial, on account of its stringent reserve basis, will not require, as will most of the Canadian companies, to set large amounts aside out



of surplus, during the next few years, to bring its reserves up to the Government standard, thus decreasing their profits to policyholders.

- (g) The Imperial is the only company out of seven established during the past ten years that has paid profits to policyholders.

### 3. POLICY CONTRACT.

- (a) The Imperial issues policies on all approved plans of assurance. Its contract is the most liberal issued in Canada consistent with safety and equity.

- (b) The Imperial's Guaranteed Security Policy is "Ideal" in every respect.

### 4. PROGRESS.

- (a) The Imperial's business exceeds by millions of dollars, the business of every other Canadian company at the same period of its existence.

- (b) The Imperial commenced business seven years ago, and seven other companies commenced business either shortly before or after. It is a noteworthy fact that the combined aggregate results of these seven companies do not equal the Imperial's record in any important particular.

- (c) The Imperial was the 15th company to commence business in Canada. Its rapid progress has carried it ahead of more than one-half of these competitors in actual size, notwithstanding that it has been a much shorter time in business.

- (d) The Imperial has issued, so far as it is known, the largest policy ever issued in Canada—one for \$200,000.

**The above are a few facts which show the reason why the Imperial is making such a splendid record this year. Imperialites are in an unexcelled strong position to secure the very best class of business—the kind that pays. Energetic and intelligent canvassing is all that is required on your part. See to it that you have your share of "Imperial" business in our successful 1905 record.**

### Israel Taylor, District Manager, London, Ont.

The subject of our sketch this week is a comparatively new Imperialite, but he has given proof that he possesses all the qualities necessary to make a "leader" in our business. It is men of Mr. Taylor's stamp that are bringing the Imperial into the leading position in Canadian life assurance.

Mr. Taylor was born in Husthwaite, England, on June 19th, 1859, but came to Canada when but 13 years of age. Up to the year 1903 he was engaged in the shoe business, and was for a number of years secretary of the Williams Shoe Company. He then spent a year in Western Canada, but returned to Ontario and took the management of our London agency in November, 1904.

There are two facts about Mr. Taylor's record that are worthy of mention. He has occupied a high place on the Honor Roll each month since his connec-



ISRAEL TAYLOR

DISTRICT MANAGER

*The Imperial Life Assurance Co. of Canada*

LONDON, ONT.





tion with the Company and not a single policy has been returned for cancellation. These two points stamp him as a true Imperialite in every sense of the word.

Mr. Taylor is a frank, genial gentleman of prepossessing appearance, and one who makes friends quickly. Notwithstanding that he went to London eight months ago an almost entire stranger, he is now the Superintendent of the largest Methodist Sunday School in the city, and holds numerous other offices. A true friend, a hard worker, and a loyal Imperialite—Mr. Taylor has our best wishes for an even greater success than he has already achieved.

**Another Imperial Record.**

The business of Ottawa agency has always been noted for its “quality,” as the following record for 1904 will show. Great credit is due to Manager Wickware and his able lieutenants, Messrs. McCuaig, Gardiner, Garvin and Rowat, for this excellent year’s business. Ottawa’s “net gain” in assurance in force for 1904 was over \$200,000, and 1905 is going to show up just as well :—

	Policies Issued.	Taken.	Returned.
January .....	\$ 9,000	\$ 9,000	.....
February .....	21,000	19,000	\$2,000
March .....	25,500	23,500	2,000
April .....	27,500	24,500	3,000
May .....	28,000	27,000	1,000
June .....	27,000	23,000	4,000
July .....	31,000	26,000	5,000
August .....	22,000	19,000	3,000
September .....	16,500	13,500	3,000
October .....	10,000	10,000	.....
November .....	14,000	12,000	2,000
December .....	50,500	46,500	4,000
	<hr/> \$282,000	<hr/> \$253,000	<hr/> 29,000

In addition to this, it is only right to say that on \$17,000, or considerably over half of the \$29,000 returned, the first half-yearly premium was paid, which reimbursed the Company for the expense incurred.

We recommend this record to the careful consideration of all our Provincial and District Managers.

**New Appointments.**

- We are pleased to report the following appointments :
- N. Giraldeau, St. Lazier de Vaudreuil, Que.

J. W. Raitt, Lachute, Que.

W. C. Mackenzie, New Glasgow, N.S.

T. J. Mason, Port Perry, Ont.

A. Audy, Grandmere, Que.

G. P. Dobson, Southampton, Ont.

O. W. Hodgkinson, Brandon, Man.

J. T. E. Blanchette, Lorette, Que.

T. A. Williams, Davidson, Assa.

E. H. Grose, Carberry, Man.

## **Keep Everlastingly at it.**

During the first half of 1905 the increase in assurances in force on the books of the Imperial Life has been most gratifying. Not only has the Company written more new assurances during that period than during the same period in any previous year in its history, but we have also made a substantial reduction in terminations. We must, however, still further reduce our percentage of "lapsed" and "not taken" business this year. This object can only be attained by each representative of the Company making a determined effort to revive every lapsed policy in his agency before the end of the present year. In your district, Mr. Imperialite, there is room for good work along this line and it is "up to you" to prove that you are a success in retaining business.

Some time ago we placed in your hands a pamphlet entitled "A Few Suggestions," containing a series of form letters to be used in writing to delinquent policyholders. These have proved valuable to those agents who are using them systematically. Have you utilized these letters? And with what result? We look to you to interview PERSONALLY, if possible, every delinquent in your district, and to use these letters in any case where it is not possible to see the policyholder yourself. You have also been supplied with several attractive leaflets outlining the folly of permitting an Imperial Life policy to lapse. These, too, if used judiciously, will materially assist you in securing the revival of lapsed policies.

Will YOU not do your utmost during the remaining six months of this year to decrease the "lapsed" and "not taken" business?

**"The business that Stays is the business that Pays."**

### **Standing of the Agencies for June.**

- |                          |                      |                        |
|--------------------------|----------------------|------------------------|
| 1. Montreal, Que.        | 12. Calgary, Alta.   | 23. Brantford, Ont.    |
| 2. Winnipeg, Man.        | London, Ont.         | Port Hope, Ont.        |
| 3. West Indies.          | Toronto "L"          | 25. Peterboro' County. |
| 4. Ottawa, Ont.          | 15. Guelph, Ont.     | Port Perry, Ont.       |
| 5. Vancouver, B.C.       | Head Office.         | 27. Bracebridge, Ont.  |
| 6. Halifax, N.S.         | Kingston, Ont.       | Brighton, Ont.         |
| 7. St. John, N.B.        | 18. Brockville, Ont. | Edmonton, Alta.        |
| 8. Stratford, Ont.       | 19. Regina, Assa.    | Newfoundland.          |
| 9. Toronto City.         | 20. Windsor, Ont.    | Peterboro' City.       |
| 10. St. Catharines, Ont. | 21. Hamilton, Ont.   | Sault Ste. Marie, Ont. |
| 11. Orillia, Ont.        | 22. Toronto "K"      |                        |

## Honor Roll "A" for June.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
A. W. Ross, Portage la Prairie, Man.	\$15,000	1	\$665.40	2	6
J. J. Gardiner, Cornwall, Ont. ....	11,000	2	376.00	4	3
H. B. Andrews, Stratford, Ont. ....	11,000	2	332.65	8	4
W. A. Gibson, St. John, N.B. ....	10,500	4	362.40	6	2
J. H. Macabe, Toronto, Ont. ....	10,500	4	359.39	7	5
J. W. Seymour, St. Catharines, Ont.	10,000	6	3,523.80	1	3
A. Audy, Montreal, Que. ....	9,000	7	320.00	9	2
F. B. Springer, Vancouver, B.C. ....	8,000	8	440.30	3	6
A. S. Wickware, Ottawa, Ont. ....	8,000	8	310.90	11	2
J. C. Gass, Halifax, N.S. ....	8,000	8	269.20	12	5
Dr. D. Lowrey, Toronto, Ont. ....	8,000	8	256.00	13	6
H. L. Shaw, Montreal, Que. ....	8,000	8	237.40	18	1
C. M. Turner, Calgary, Alta. ....	7,000	13	207.05	21	5
H. L. Grant, Woodstock, N.B. ....	6,500	14	252.25	14	1
F. Laliberte, Montreal, Que. ....	6,000	15	372.95	5	2
W. G. Moore, Vancouver, B.C. ....	6,000	15	316.40	10	2
J. F. Best, Brandon, Man. ....	6,000	15	242.80	16	1
J. S. Wallace, Winnipeg, Man. ....	6,000	15	237.60	17	4
I. Taylor, London, Ont. ....	6,000	15	236.30	19	6
A. C. Belle Isle, Montreal, Que. ....	6,000	15	172.30	26	5
W. Uglow, Montreal, Que. ....	5,500	21	211.80	20	1
N. St. Julien, Montreal, Que. ....	5,500	21	150.10	28	1
S. P. Saunders, West Indies. ....	5,000	23	249.70	15	2
W. A. Dusty, Windsor, Ont. ....	5,000	23	201.90	22	2
W. H. W. Daly, Winnipeg, Man. ...	5,000	23	184.25	23	1
R. H. Robinson, Orillia, Ont. ....	5,000	23	175.05	24	3
C. A. Armstrong, Truro, N.S. ....	5,000	23	173.00	25	3
J. B. Cooke, Kingston, Ont. ....	5,000	23	163.35	27	4



## Honor Roll "B" for June.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
J. A. Benjamin, Jamaica.....	\$10,000	1	\$547.80	1	2
P. Dumoret & Co., Trinidad.....	8,500	2	412.70	2	6
H. Poulin, St. Martin Beauce, Que...	6,000	3	153.60	5	1
J. McGeer, Vancouver, B.C.....	5,000	4	249.75	3	1
E. W. Bateman, Winnipeg, Man....	4,000	5	146.90	6	1
J. E. Mayers, Barbados.....	3,500	6	185.20	4	4
E. E. Stubbs, Regina, Assa.....	3,000	7	135.85	7	1
F. Nobert, St. Genevieve, Que.....	3,000	7	106.10	8	1
N. M. Lindsay, Manotick, Ont.....	3,000	7	96.55	9	1
C. A. Bourne, Vancouver, B.C.....	3,000	7	88.40	10	3

## Leaders of Honor Roll "A" for 1905.

January.....	Dr. D. Lowrey, Toronto, Ont.....	\$58,500
February.....	J. W. Ney, West Indies.....	20,500
March.....	A. H. Fair, Toronto, Ont.....	25,000
April.....	J. W. Ney, West Indies.....	31,500
May.....	W. H. Seymour, Hamilton, Ont.....	27,000
June.....	A. W. Ross, Portage la Prairie, Man.....	15,000

## Leaders of Honor Roll "B" for 1905.

January.....	J. B. Waddell, Carleton Place, Ont.....	\$20,000
February.....	W. G. Morrow, Peterboro', Ont.....	8,000
March.....	P. Dumoret & Co., Trinidad.....	23,000
April.....	C. A. Bourne, Vancouver, B.C.....	6,500
May.....	P. Dumoret & Co., Trinidad.....	8,500
June.....	J. A. Benjamin, Jamaica.....	10,000

## Notes.

A good Honor Roll this month, and a longer one than last June. No agent made a large record—the business came in very steadily from all over the country.

**Mr. J. W. Seymour** secured a splendid application in June—\$5,000, 15-year Endowment, single premium. Congratulations, Mr. Seymour.

The Trinidad, Jamaica and Barbados agencies are doing well these days.

The June business was practically \$400,000. How is your record for July progressing?

We would like to see a longer list of names on Honor Roll "B" this month.

Five agents have been on the Honor Roll every month—four more every month but one.

**Messrs. Gardiner and Andrews** are doing good work in their districts.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 15

Published by the Imperial Life Assurance Co'y of Canada

(1-8-05)

## EXPENSES AND DEATH CLAIMS COMPARED WITH PREMIUM INCOME

"Expenses and Death Claims" are the two and the only two disbursements of a life company which affect the profits paid to policyholders. At the same time, they are the two items of expenditure that are greatly dependent upon the policy of the management.

It is, of course, impossible to make a fair comparison of the companies in this connection. Such comparison will naturally shew the younger company to disadvantage on account of its small proportion of renewal premium income, under which there is very little expense, notwithstanding that this item is partially offset by the lower death rate in the younger company. On this account, the position of the Imperial in the appended table will be particularly gratifying to our representatives. All Canadian companies with \$10,000,000 assurance in force are considered :

	Premium Income.	Death Claims and Expenses.	Percentage.	Age of Company.
Mutual.....	\$1,368,696	\$520,218	38	34
Manufacturers.....	1,421,348	611,066	43	17
Imperial.....	591,152	286,332	48	7
Great West.....	654,837	319,951	49	12
Sun. ....	3,535,847	1,854,159	52	33
North American...	1,236,710	648,867	53	23
Confederation.....	1,228,586	691,592	56	33
Federal.....	530,524	308,722	58	22
Canada.....	3,011,182	2,253,378	75	57

Upon examination of the Imperial's record since the beginning we find that our percentage shews large reductions year by year as follows :

	Premium Income.	Expenses and Death Claims.	Percentage.
1898.....	\$153,547	\$110,103	72
1901.....	301,107	160,390	53
1904.....	591,152	286,332	48

Imperialites will gather from this, the solid and substantial progress that is being made by the Imperial—a progress that has never been equalled in the history of Canadian life assurance. More than this, the Company's 1905 record is proving by far the most successful in our history. Are you doing your share towards the achievement of our aim—\$5,000,000 for 1905?

# GOVERNMENT SUPERVISION

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The ever-increasing portion of the Canadian public's money yearly invested in life assurance and the enormous proportions now assumed by the funds held by the various Canadian life assurance companies to the credit of their policyholders, makes most natural an enquiry into the provisions that have been made to secure the safety of such sacred trust moneys and the proper conduct of the business in all its departments. The following outline of Governmental Supervision in Canada will give those interested some idea of the careful superintendency of the Federal Authorities :—

Life Assurance Companies chartered by the Dominion Parliament, are governed by "The Insurance Act," known as "Chapter 124, Revised Statutes of Canada, 1886," and by the amendments thereto, made in 1888, 1894, 1895 and 1899. The Act has been carefully drawn, with a view to protecting policyholders, and in this respect is, perhaps, one of the most beneficial pieces of legislation that has ever been placed on the Statute Books. The failure of a single Canadian life assurance company has yet to be recorded, and the reason for this is undoubtedly the careful and thorough Governmental supervision maintained by virtue of the Act and its amendments.

## **Protection for Policyholders at Incorporation.**

1. **CHARTER.** Charters to life companies are now granted by the Dominion Parliament only after their provisions have been carefully reviewed by the Banking and Commerce Committee, and passed through the various parliamentary stages. The clauses are carefully scrutinized, and all those objectionable from the policyholders' standpoint are either excluded or amended.

2. **PAID-UP CAPITAL.** It is now impossible for any life company to commence operations without provision for a substantial paid-up capital. The Imperial Life, in its endeavor to make the security of policyholders unquestionable, provided for a subscribed capital of \$1,000,000 and a paid-up capital of \$450,000, all of which stands for the protection of policyholders.

3. **GOVERNMENT DEPOSITS.** Again, before a company can commence operations, the insurance law requires that a deposit of at least \$50,000 shall be made with the Finance Minister for the protection of policyholders, and as a guarantee of good faith. As is well known throughout Canada the largest deposit made by any Canadian life assurance company is that of the Imperial Life, which is \$250,000. The Directors were influenced to take this course by virtue of their belief that policyholders' security should, under all circumstances, be the paramount consideration.

## **Sworn Annual Statements.**

The Insurance Act of the Dominion also wisely provides for sworn statements to be made by two of the Executive Officers of the Company at the close of each year's business. These statements are of the most minute and searching character, embracing all items of receipts and expenditures, full details of all investments made, an analysis of the liabilities of the Company, of the policies in force, claims paid, etc., etc. They are most inquisitorial, and probe into all the ramifications of the Company's affairs. They are published each year, and can be obtained by anyone upon application to the Superintendent



of Insurance at Ottawa. These statements are official, authentic and final. This provision in the Act must give those interested in life assurance the greatest satisfaction, and policyholders a feeling of unquestionable security.

### **Companies Investment Powers Limited.**

The charters of all life assurance companies and the amended Insurance Act strictly limit the directors in the choice of securities for investment ; in other words, the directors of a Canadian life assurance company can invest in only those specially selected securities which Parliament, in its wisdom and experience, deems to be appropriate for the investment of such sacred trust monies as the funds of life assurance companies, and has stamped with its approval. The following is the clause in the Insurance Act relating to investments :—

50. Any life insurance company which derives its corporate powers, or any of them, from an Act of the Parliament of Canada, or which is within the legislative power of the Parliament of Canada, may invest its funds, or any portion thereof in the purchase of :—

(a) The debentures, bonds, stocks, or other securities of Canada, or of any Province of Canada, or of any Municipal or Public School Corporation of Canada ; or,

(b) The debentures, bonds, stocks, or other securities of any building society, loan or investment company, trust company, waterworks company, water power company, gas company, navigation company, street railway company (by whatever power the railway is operated), electric light or power company, heat and light company, rolling stock company, bridge construction company, harbor trust company or commission, telegraph, telephone or cable company, dock company, fire insurance company, or the debentures or bonds of any steam railway company which has earned and paid regular dividends upon its ordinary, preferred or guaranteed stocks for the two years next preceding the purchase of such bonds or debentures, every such society, commission or company being incorporated in Canada, or the stock of any chartered bank in Canada ; or

(c) Life, endowment or other policies or contracts issued by the Company or by any other life insurance company ; or

(d) The public consols, stocks, bonds, debentures or other securities of the United Kingdom, or of any colony or dependency thereof, or of the United States or of any state thereof ; or,

(e) Ground rents and mortgages on real estate in any Province of Canada ; or,

(f) Any securities accepted by the Treasury Board as deposits from insurance companies under this Act.

### **Examination by Superintendent and Actuary of the Government.**

But what probably affords the greatest protection to policyholders is the annual, personal examination of the affairs of every Canadian life assurance company, by the Superintendent of Insurance and the Actuary of the Insurance Department—who have been called the watch-dogs of Canadian life assurance—an examination which in some cases entails a considerable time. In order that some idea of the searching character of this investigation may be known, an outline of the methods adopted by the Government officials in their annual examination of the Imperial Life is here given.

1. **ASSETS.** The following remarks will give some idea of the minute investigation made into the Company's Assets, and in further explanation and for the purpose of throwing the fullest light upon their character, some general notes are adjoined.

## **PROCEDURE OF THE EXAMINATION.**

## **GENERAL NOTES.**

### **(1) Government Inscribed Stock—\$47,000.00.**

\$25,000 of this Stock is held by the Dominion Government and \$25,000 by the Newfoundland Government for deposit purposes. The Company is required to exhibit to the examining officials the certificates of these Governments for the securities.

### **(2) Bonds and Debentures—\$646,289.62.**

All the Bonds and Debentures, excepting those deposited with the Government are deposited in the vaults of the National Trust Company. Each one of the parcels of securities represented by the above amount has to be exhibited, and is carefully scrutinized and examined by the Government officials to see that they have been validly issued, properly executed, etc., and that they are of the character which may be legally purchased. A detailed list is published in the Government Report, which anyone can obtain.

### **(3) Bank and other Stocks—\$70,937.03.**

The Government Superintendent of Insurance, in his official examination, demands the production of the scrip for each individual stock owned; he examines these to see that the shares are properly vested in the Company as at the date of the statement, and that they are such as the Government permits the Company to own. The cost, market value, and par value of each security has to be set down in the sworn annual returns. These are all checked.

### **(4) Mortgage Loans—\$803,863.89.**

A register containing the particulars of each mortgage loan has to be prepared by the Company at the end of each year and forms part of the sworn report. Each item in this register is then carefully checked over by the Superintendent of Insurance, with the original mortgage papers, at the time of examination, at the Company's Head Office. The valuation of the properties is carefully compared with amount loaned, the title is examined, the fire insurance policies are checked, and any mortgage in arrears is closely scrutinized.

### **(5) Loans on Policies and Policies Purchased—\$96,436.35.**

A schedule containing the particulars of each policy loan is kept for the examination of the Superintendent of Insurance, embracing the policy number, the amount of each individual loan, the rate of interest which the loan carries, the arrears of interest, if any, also the reserve value of the policy.

Being a Government security, its soundness is unquestionable. The par value of the stock is \$50,000, but in view of the comparatively low rate of interest usual in all Government securities, it is carried at only \$47,000.

This item is composed of Municipal, Railway, Telephone and Loan Companies' debentures. Some of these debentures are repayable in annual instalments; others are not repayable for a period of from 10 to 30 years. They have all been purchased on favorable terms. The average rate of interest yielded is 4.40%. In several instances the security was bought, and is carried on the books of the Company, at an amount considerably below what the security could be sold for on the market to-day.

The asset is chiefly composed of investments made by the Company in Bank Stocks, no less than \$50,613.65 being invested in this way. In view of the real prosperity of our Banking Institutions, your Directors believe that this investment will yield satisfactory interest returns.

The bulk of these loans is on farm properties in Manitoba. The total appraised value of the mortgaged properties is \$1,830,863, the amount loaned thereon being considerably under 50% of the valuation. Loans in the West have been made only on improved farms in well settled districts. The average rate of interest earned in respect of mortgage loans is 6.10%. The interest due and unpaid at the close of 1904 under this asset was \$1,791.66; at this date it is only \$1,207.97.

This asset is chiefly represented by loans made to the Company's policyholders, and we desire to say that it will always afford the officers much satisfaction to make loans of this nature, as provided by the policies. The reserves under the policies assigned to the Company as security, amount to \$231,367.00.

**(6) Loans on Bonds and Stocks—\$283,000.00**

A schedule giving details of each loan is prepared for the Government, and the examining official requires to be shown the stock certificate in each case. He examines into the market value of the stocks and compares it with the amounts loaned, to see that the Company has ample security.

The security for this asset is bonds and shares, the market value of which is considerably more than the amount loaned. The loans yield an average rate of interest of 5.15%.

**(7) Cash in Banks—\$200,196.27**

A schedule giving the details of the amounts held on deposit in all the Banks has to be given, and the Bank Books have to be produced as evidence that the Company has the various amounts to its credit. The Company can deposit money only in chartered Banks in Canada.

This represents the balance standing at the Company's credit in Banks on 31st December. It is not necessary to maintain uninvested such a large balance as this, but towards the close of the year a comparatively heavy loan was repaid, hence the amount.

**(8) Cash at Head Office and Other Offices—\$7,209.72**

The Cash Book is examined by the Government Officials, and the slips are produced shewing how each day's balance of cash on hand is made up.

This amount requires no comment. It represents the cash receipts after the close of the banks on the last day of the year.

**(9) Outstanding and Deferred Premiums—\$217,567.21**

Each deferred and outstanding premium is carefully listed according to policy number, and then checked over, to see that all policies are in force, that the amounts have been correctly marshalled, etc. The Government Officials make a searching examination of this asset.

Outstanding premiums arise out of amounts payable under policies in any year, but which had not been paid at the close of that year. Deferred premiums represent semi-annual and quarterly instalments of premiums which do not happen to fall due within the policy year. They are properly taken credit for by all life assurance companies, in view of the fact that the reserves on the policies are maintained as a liability on the assumption that the full annual premiums are paid. In connection with outstanding premiums it is proper to point out that the Company allows its policyholders one month's grace within which to pay renewal premiums, and the great proportion of the total amount outstanding is due to premiums falling due in December, but by virtue of the month's grace not payable until the following January.

**(10) Interest Due and Accrued, etc.—\$32,440.43**

Every item of interest, due or accrued, has to be furnished to the Government in a sworn statement, containing the following information; the investment out of which the interest arises, the time for which the interest has accrued, and the rate of interest which the security carries.

The amount of interest due on the 31st December was \$5,959.42. This has since been reduced to \$1,501.83. The smallness of this amount is another evidence of the excellent character of the Company's investments.

It has been the policy of the Directors to invest the Company's funds in several classes of securities rather than in one or two particular kinds. They believe that better results will ultimately accrue from such a course. The following table sets forth the amount and the proportion borne to the whole, of the different classes of assets:



1. Government Securities .....	\$ 47,000.00	1.96
2. Bonds and Debentures .....	646,289.62	26.84
3. Banks and other Stocks.....	70,937.08	2.95
4. Mortgages on Real Estate .....	803,863.89	33.43
5. Loans on Policies and Policies purchased...	96,436.35	4.01
6. Loans on Bonds and Stocks.....	283,000.00	11.77
7. Cash in Banks and Offices.....	207,405.99	8.62
8. Outstanding and Deferred Premiums.....	217,567.21	9.05
9. Interest accrued and due on Investments, etc.	32,440.43	1.37
		<hr/>
		\$2,404,940.57 100.

In concluding this review of assets it can be stated, unreservedly, that there is not a single investment which is causing the Directors the slightest anxiety.

**2. LIABILITIES.** Each liability of the Company also undergoes a searching examination by the Government officials, to see that full provision has been made for it.

Comparatively the whole of a life company's liability is composed of the reserves held by the Company to the credit of its policies. The basis of this reserve is fixed by the Insurance Act, and each year the Government Actuary makes an investigation into the amount of reserve shown in the statement of the Company's liabilities, to make certain that the requirements of the Act have been met. Also, once in every five years an entirely independent valuation of the Company's liability from this source, according to the Government standard, is made by the Government Actuary.

The reserves held by the Imperial Life have always considerably exceeded the requirements of the Act. An additional security is thus afforded policyholders, arising from the Company having adopted from its commencement in the valuation of its policies, the conservative interest rate of 3½%. It was the first Company in Canada to adopt so low a rate. In addition to this the Imperial's reserves since 1901 have been increased, in the case of participating policies, so as to provide at the end of the Accumulative Surplus Period for a guarantee of the 3% reserve. Naturally this has accumulated a reserve fund largely in excess of the present Government requirements, which stands for additional security to policyholders.

**3. RECEIPTS AND EXPENDITURES.** The source of all receipts and the payment out of all monies are carefully gone into, checked with the official sworn returns made, in order to see that all items of monies received by the Company, and all items of money paid out by the Company are included. This wholesome check by the Government officials must necessarily constitute a proper working basis.

### **The Audit and Auditors.**

To the many safe-guards of the stability of The Imperial Life must be added the by no means least important one—that of the audit of the accounts. This is in the hands of two skilled professional accountants, who are independent of shareholders, policyholders and officials, and who have the freest access to all the office books, records and securities. This audit is continuous, month by month, and takes cognizance of all cash transactions, investments, receipts, payments, banking accounts and book-keeping entries. It sees that all revenue—premiums, interest, etc.—which ought to come in are duly charged, and that all payments are authorized and sufficiently vouched. It includes an examination in detail of all the securities. With specially trained accountants



ANDREW W. ROSS

INSPECTOR

*The Imperial Life Assurance Co. of Canada*

PORTAGE LA PRAIRIE, MAN.





and improved and more reliable methods of accounting, the audit of a life assurance office is a serious and laborious affair, which is not accomplished in a perfunctory or superficial manner. It is comprehensive, detailed and accurate, something a great deal more than a mere checking of summations and inspecting of vouchers. As the Medical Officer is a sort of insurance police to keep the bad risks off the registers, so is the auditor a sort of financial detective to keep bad entries off the books. The law of this free and independent country assumes every man innocent until he is proved guilty. The converse holds, one might almost say, in the case of an auditor, whose habit of mind is apt to cause him to suspect everybody of being guilty of bad accounting, if of nothing worse, until the contrary is proved to demonstration.

**Security to Policyholders.**

Absolute security is the first and fundamental element in sound life assurance, and has ever been a characteristic of The Imperial Life Assurance Company of Canada.

The following table briefly summarizes the security afforded Imperial Life policyholders :—

1—Paid-up Capital.....	\$ 450,000	} <b>The IMPERIAL LIFE has \$2,898,553 of security to policyholders,—while its liabilities to policyholders according to Government standards are \$1,651,391 —thus the gross surplus on policyholders' account is \$1,247,162.</b>
2—Additional Subscribed Capital.....	550,000	
3—Ordinary Reserves computed on Government basis.....	1,651,391	
4—Special Reserves maintained over Government Standard .....	117,315	
5—Surplus over and above all liabilities, including Reserves and Special Reserves .....	129,847	
Total Security .....	\$2,898,553	

The true extent of the security afforded policyholders is exhibited by a statement of the Company's financial position as it really is—not by what it is hoped it might be in the course of time, under favorable circumstances.

**Appreciation.**

*The Imperial Life Assurance Co., Toronto, Ont.*

GENTLEMEN,—I wish to take this opportunity of thanking you for the promptness and consideration shown me in connection with my recent claim of \$1,000 on the life of my husband. Your Provincial Manager, Mr. J. C. Gass, has shown me every courtesy, and has been most helpful to me in connection with the completion of claim papers, and the securing of the cheque. I will take pleasure in recommending your Company whenever the opportunity offers.

Yours very truly,  
ANNABELLA MILLER.

## Andrew W. Ross, Inspector, Portage la Prairie, Man.

There is an old saying "wherever you go you find a Scotchman." We cannot venture any opinion regarding the truth of this statement, but we do know that shortly after we commenced business in Manitoba we found a Scotchman there who has proved a staunch Imperialite.

Mr. Ross was born in Aberdeenshire, Scotland, in the early '50's, but has lived most of his life in Canada. He wrote his first policy for the Imperial in July, 1898—exactly seven years ago—and since that time has been steadily engaged in pushing the Imperial to the front rank in Manitoba. His success in 1904, when his accepted and paid for business amounted to nearly \$125,000, is an evidence of what he has accomplished in regard to both "quality" and "quantity." Mr. Ross is always on the Honor Roll, and frequently in the leading position. This year he is making a record for himself and will undoubtedly secure his share of the \$5,000,000.

A man of tremendous enthusiasm and tireless energy, Mr. Ross is a representative upon whom we count for a goodly number of applications each month, and we are never disappointed. Strong in his determination, and large in his ideas for the future, we feel certain that at the end of another eight years, Mr. Ross' record will have far surpassed his present position.

## Mr. J. H. Macabe's Record.

Another Imperialite to make a splendid record for "quality" during 1904 was Mr. J. H. Macabe. His business has always been noted in this respect, and it gives us much pleasure to reproduce the figures :

	Issued.	Paid for.	Returned.
January . . . . .	\$ 2,000	\$ 1,000	\$ 1,000
February . . . . .	1,000	1,000	
March . . . . .	18,000	18,000	
April . . . . .	2,000	1,000	1,000
May . . . . .	4,000	4,000	
June . . . . .	17,000	17,000	
July . . . . .	4,000	4,000	
August . . . . .	7,000	6,000	1,000
September . . . . .	15,000	15,000	
November . . . . .	7,000	7,000	
December . . . . .	12,000	12,000	
	<hr/> \$89,000	<hr/> \$86,000	<hr/> \$3,000

On this showing, it is no wonder that Mr Macabe has built up one of the best personal records in the Company.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 16

Published by the Imperial Life Assurance Co'y of Canada

(15-8-05)

## THE OUTLOOK

Never in the history of Canada has the outlook been so fair and so promising.

The same message is received from the far Eastern Provinces, as well as from those in the West.

The farmer, wherever he may be in this broad Dominion is "King," and when he is in that position everyone is happy and prosperous.

Such a condition may be said to be somewhat rare. It is not unusual for one, two, or even three of our Provinces to experience like conditions, but this year, wherever you may go, whomever you may speak to, the one universal fact stands out prominently—"Canada is experiencing good times."

What does this mean to each Imperialite? Does it not imply that now, to-day, is the time for intense activity, that now is the time to present as never before the inestimable benefits of life assurance?

The harvest time of the life assurance representative is here—his fruit is ripe and waiting to be garnered. Every one wants life assurance—no man dare face the future without it—it is your privilege to supply this want, and now is the golden opportunity.

What will your harvest be?



## Appointments with Prospect.

When you make an appointment make a written record of it, and be sure to keep it. If something prevents the prospect from keeping it you have the right to claim another. Never forget an engagement. If you have reason to believe that a man is not sincere in making an appointment and has but little intention of keeping his engagement with you, it is sometimes a wise plan to go a little early, or call him by telephone if possible, and ask him if he cannot change the appointment to another hour. If he consents it will fix the new time more firmly in his mind. If he refuses, it will establish the date of the first engagement so thoroughly that he will not forget it. Most business and professional men are honorable and will keep their appointments. When you ask a man for an opportunity to present your Company's plans, ask him for only fifteen or twenty minutes of his time. If you get nicely interested in the subject and he allows you to overrun the time you need have no hesitancy in doing so. Time enough for you to get nervous when he does. If a prospect repeatedly fails to keep an appointment with you, it only serves to place him under greater obligations, and thereby increases your chances of getting a policy. The wise and tactful solicitor will insist upon the appointment whether his man wants any insurance or not. He will trust to the first interview to determine his line of work. It will not be difficult after he has kept the first appointment to secure another one, unless you go too far in your first talk. Don't strike twelve the first interview. Always remember life underwriting is an art—and art is a matter of growth.

A good rule is to talk with four men every day on insuring their lives. Your field is not bounded by country lines, but consists of the number of men you have interested in the policy. If you act on the above suggestion you will soon have a large territory. Emphasis should be put on the word TALK. I mean exactly what I say. Do something more than just to see men and ask them if they don't want to insure.

A man says, "I don't want any insurance, and to give you an appointment would be a waste of time." Say in reply, that you know his time is valuable, and while he may not want insurance then he may later on, or some friend may ask him about the Company, and you want him to be able to give an intelligent opinion. Give your prospect some conception of the magnitude of the business, its influence upon society, its growth, etc. Be versatile enough to talk on other matters when you discover the prospect is interested in them. Be ready with anecdote and illustration to clinch your arguments.

Once more, let me emphasize, talk with four men every working day the year round and you will be the busiest man in the Province. "Nothing is denied to well-directed effort."

## Selection of Applicants.

In the last number of the AGENTS' NEWS attention was drawn to the very light mortality experienced by The Imperial Life during the first eight years of its history. Let no one imagine that this favorable record is due to chance. On the contrary, it is merely the natural and inevitable result of a careful and painstaking process of selection on the part of the Company's Insurance Committee. A uniformly high standard has been kept in view, and every application, whether for \$1,000 or \$50,000, that did not measure up to that standard has been invariably declined or liened. If, therefore, the Company's death losses have been light, the result must not be attributed to chance. We have merely reaped as we have sown, and the successful outcome is an unmistakable testimony to the accurate and unbiased judgment of the Insurance Committee.

One fact we cannot help realizing, for it is often brought to our attention. The decisions of the Head Office are frequently disappointing to the agent. He may have spent time and pains in securing an application from a man who presents the appearance of a good risk, but, for some reason or other, is either rejected or liened by the Insurance Committee. Under these circumstances the agent would not be human who did not feel more or less discouraged. However, he may always rest assured that the decision of the Committee was not given except after careful consideration, and the Company in all cases (except where a rejection is based upon confidential information) tries to explain fully to the agent the reasons which influenced its action.

Moreover, there is a ray of consolation for the agent, even in such adverse circumstances. There is no true Imperialite who would not prefer to have a risk declined if it is substandard rather than that it should be accepted to the Company's detriment. When an application of his is declined, it should be proof positive to him that the Company is looking after the interests of the policyholders in a most practical manner. The president of a great life company has said, "A half-million dollars in the death claims for one year in one of the largest companies may be saved by the application of wisely directed attention with far greater ease than one hundred thousand dollars can be saved in expenses." Now, we showed in a recent number of the AGENTS' NEWS that the death claims of the Company during the past eight years have been only 49% of those that might have been expected according to the standard tables of mortality among medically examined lives. Agents can readily understand, therefore, that this careful selection of risks will make itself felt in the surplus earnings of the Imperial Life—nay, we believe it has already done so. This is a strong canvassing argument, and the agent will be able to use it with particular force if he has already had personal experience of the strictness of the Company's medical standards, and can give illustrations from his personal

knowledge. One thing is certain—every first-class risk will recognize that it is to his advantage to insure in a Company which does not admit impaired lives on the same terms as good ones.

There is another observation which properly is included within the scope of this article. The Head Office earnestly requests the co-operation of the field staff in reducing the number of declined applications. Do not imagine that all the selection is made by the Insurance Committee. **Every Risk forwarded to the Head Office should be a selected one**, for it is “approved and recommended” by the agent, and we look to the agent to recommend none that are unsuitable.

Of course, an agent is not expected to exhibit the trained judgment of a physician in choosing a risk. He cannot detect a heart murmur or albuminuria. But he **is expected** to subject an application to a general scrutiny, and, in particular, there are two things to be guarded against, viz.:—(1) Intemperate habits, (2) Unfavorable family history. These are probably the most frequent causes of rejection, and in a large number of cases a medical examination would be unnecessary, if the agent would make a few enquiries before writing the application. We suggest that every agent read carefully Sections 56-70 of the Manual, which deal with this subject.

Reference was made above to the importance of ascertaining whether an applicant's habits are temperate. At the risk of repetition, we would like to emphasize this point still further. It is evident that, except in a very few cases, it is impossible for the Insurance Committee to see an applicant personally. They must depend entirely on the recommendation of the medical examiner and the recommendation of the agent. The medical examiner may be depended upon to detect any flaw in the subject's physical condition, but in many cases he is not acquainted with the applicant, and therefore knows nothing of his habits. Accordingly, the Insurance Committee, in this regard, confides almost wholly in the agent. If the agent violates that confidence and recommends men for insurance before previously ascertaining that their habits are temperate and regular, then the utmost vigilance and care on the part of the Head Office will not suffice to prevent an undesirable risk occasionally slipping through.

As will be seen from the subjoined table, some of the agencies have an extraordinarily good record in respect of declined applications. Others, again, are not so good. But on the whole, we think the Company may be congratulated on the excellent character (medically speaking) of the applications that it receives.

The Imperial Life has had, during the last eight years, a most favorable mortality experience, which we believe has never been paralleled. Gentlemen of the Field Staff, the Company looks to you to maintain the record.



## DECLINED JANUARY TO JUNE (Inclusive) 1905.

Agency.	Applications Declined.	Policies Issued.	Percentage.
Montreal .....	30	195	15.4
B. W. I .....	27	184	14.7
Stratford.....	4	37	10.8
Head Office.....	15	163	9.2
Calgary.....	3	36	8.3
Winnipeg.....	7	96	7.3
Halifax.....	6	87	6.9
Hamilton .....	1	16	6.2
Ottawa .....	5	87	5.7
London .....	2	63	3.1
St. John .....	1	36	2.8
Kingston .....	1	50	2.0
Brockville.....	0	38	0.0
Vancouver .....	0	87	0.0

N.B.—No agency is included in above statement that issued less than \$40,000 during the six months.

**Assets to Liabilities.**

The following statement was received by us a few days ago :—

## ASSETS TO LIABILITIES.

	Assets.	Liability to Policyholders.	Amount of assets for each \$100 of liability to Policyholders.
Canada.....	\$29,064,599	\$26,698,173	\$108.86
Confederation .....	10,352,122	9,641,626	107.37
Dominion.....	953,851	770,790	123.74
(a) Excelsior.....	840,352	756,210	111.13
Federal.....	2,148,733	1,962,935	109.47
Great-West.....	2,557,983	2,017,290	126.80
(b) Imperial .....	2,406,480	1,825,092	131.85
London.....	1,643,183	1,542,693	106.51
Manufacturers .....	6,112,344	5,340,475	114.45
Mutual of Canada..	8,220,536	7,488,457	110.37
North American ....	6,231,000	5,699,736	109.90
Sun Life.....	17,851,760	16,329,795	109.32

(a) The Head Office building of the Excelsior included in above assets is valued and entered in assets for \$10,542 more than a year ago.

(b) The Imperial has a paid-up capital of \$450,000. If its capital was the same as the *Great-West* its amount of assets for each \$100 of liability to policyholders would be only \$120.89.

The following companies have an impairment of capital:—

	Surplus of Assets over Liabilities excluding Capital.	Capital Stock Paid.	Amount of impairment of Capital.	Percentage of Capital gone.
Northern.....	\$173,756	\$213,850	\$ 40,094	18.7
Royal Victoria ....	69,162	200,000	130,838	65.4
(b) National.....	34,977	100,889	65,912	65.3
Crown.....	12,995	106,229	93,234	87.7
Central .....	31,923	52,100	20,177	38.7
Continental.....	102,460	171,333	68,873	40.1
(c) Peoples.....	35,815	50,000	14,185	28.3

(b) The National bought a Head Office Building during 1904, and value it on their own returns for \$29,500 more than cost. Deducting this their impairment would be \$95,412.

(c) A certain liability on account of debenture stock is not included.

The Home Life show a net surplus of \$68,012, which is accounted for by their adding \$85,000 to the value of their Head Office Building during 1904.

It is not difficult to determine the Company in whose interest it was prepared. It is reproduced here in order that our representatives may be informed concerning the special item specially referred to in the case of the Imperial Life. The Imperial capital was made large in order that security to policyholders might be the first and paramount consideration. Therefore the very point to which attention has been directed is one which agents instead of apologising for, have always emphasized, and to it very largely is due the success and prestige of The Imperial.

#### **Leaders of Honor Roll "A" for 1905.**

January.....	Dr. D. Lowrey, Toronto, Ont .....	\$58,500
February.. .....	J. W. Ney, West Indies .....	20,500
March .....	A. H. Fair, Toronto, Ont.....	25,000
April .....	J. W. Ney, West Indies .....	31,500
May.....	W. H. Seymour, Hamilton, Ont.....	27,000
June.....	A. W. Ross, Portage la Prairie, Man.....	15,000
July .....	J. C. Gass, Halifax, N.S.....	23,000

#### **Leaders of Honor Roll "B" for 1905.**

January.....	J. B. Waddell, Carleton Place, Ont.....	\$20,000
February.....	W. G. Morrow, Peterboro', Ont .....	8,000
March .....	P. Dumoret & Co., Trinidad .....	23,000
April .....	C. A. Bourne, Vancouver, B.C.....	6,500
May .....	P. Dumoret & Co., Trinidad.....	8,500
June.....	J. A. Benjamin, Jamaica .....	10,000
July .....	Manton & Hart, Jamaica.....	9,500

## Honor Roll "A" for July.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
J. C. Gass, Halifax, N.S.....	\$23,000	1	\$508.10	4	6
S. F. Flatt, Fort William, Ont.....	18,500	2	603.25	1	1
F. B. Springer, Vancouver, B.C.....	15,000	3	569.40	2	7
A. W. Ross, Portage la Prairie, Man.	14,000	4	565.40	3	7
C. M. Turner, Calgary, Alta.....	13,000	5	417.50	5	6
N. A. St. Julien, Montreal, Que.....	13,000	5	396.45	6	2
J. H. Macabe, Toronto, Ont.....	10,000	7	387.25	7	6
J. J. Gardiner, Cornwall, Ont.....	10,000	7	354.50	9	4
J. T. Purdon, Port Hope, Ont.....	10,000	7	333.10	10	2
W. H. Seymour, Hamilton, Ont.....	10,000	7	302.80	13	4
A. C. Belle Isle, Campbellton, N.B..	10,000	7	256.10	19	6
J. E. McCuaig, Ottawa, Ont.....	9,000	12	300.35	14	1
Israel Taylor, London, Ont.....	8,500	13	313.45	12	7
Dr. D. Lowrey, Toronto, Ont.....	8,500	13	284.75	16	7
J. B. Cooke, Kingston, Ont.....	8,250	15	297.50	15	5
J. P. Beaudoin, Montreal, Que.....	8,000	16	357.35	8	1
F. R. Crooks, Halifax, N.S.....	8,000	16	263.40	18	1
J. F. Best, Brandon, Man.....	7,500	18	330.25	11	2
C. V. Calderwood, Atherley, Ont....	6,000	19	204.40	20	1
J. A. R. Beaudoin, St. Chrysostome, Q..	6,000	19	180.45	22	1
W. H. W. Daly, Winnipeg, Man...	5,500	21	166.10	24	2
A. Audy, Grand Mere, Que.....	5,000	22	273.80	17	3
H. B. McBain, Peterboro', Ont.....	5,000	22	201.30	21	2
R. R. Garvin, Smith's Falls, Ont....	5,000	22	178.40	23	2
H. B. Andrews, Stratford, Ont.....	5,000	22	140.90	25	5
Robt. Hall, Brandon, Man.....	5,000	22	112.00	26	2



## Honor Roll "B" for July.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
Manton & Hart, Kingston, Jamaica..	9,500	1	422.85	1	3
N. M. Lindsay, Manotick, Ont.....	6,000	2	192.25	2	2
L. J. Michaud, Riviere Du Loop....	4,000	3	112.65	5	1
E. E. Stubbs, Regina, Assa .....	3,000	4	129.15	3	2
L. Morris, Summerside, P.E.I.....	3,000	4	115.40	4	1
H. S. Sanderson, Pinkerton, Ont....	3,000	4	95.10	6	1

## Standing of the Agencies for July, 1905.

1. Montreal	Port Hope	23. Port Perry
2. Ottawa	13. London	Bracebridge
3. Winnipeg	Guelph	Newfoundland
4. Halifax	Orillia	Charlottetown, P.E.I.
5. Port Arthur	16. Toronto L.	Toronto K.
6. Vancouver	17. Stratford	Edmonton
7. West Indies	18. Peterboro' County	29. Belleville
8. Calgary	Brandon	30. Windsor
9. Hamilton	20. Regina	St. John, N.B.
10. Kingston	St. Catharines	Brockville
11. Toronto City	Brantford	Petrolia

## Notes.

"Believe me when I tell you that thrift of time will repay you in after life with a usury of profit beyond your most sanguine dreams, and that waste of it will make you dwindle alike in intellectual and moral stature beyond your darkest reckoning."—*Gladstone*.

"Failure is in a sense the highway to success, inasmuch as every discovery of what is false leads us to seek earnestly after what is true, and every fresh experience points out some form of error which we shall afterwards carefully avoid."—*Keats*.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 17

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(1-9-05)

HOME OFFICE, September 1st, 1905

## The Imperial's Fall Campaign Commences

To-day starts the Imperial's fall campaign. Never did it commence under more favorable auspices. Practically every condition in country, city, town or village is prosperous. There are no croakers; every one appears to be doing well, every one to be prospering.

The Canadian Life Companies have benefitted by the times—business is good, and the prospects are bright.

In entering therefore, on the fall campaign Imperial representatives do so under most favorable circumstances. Your competitors realize this and to-day they are energizing and putting more steam into their work than they ever did. Imperial Life representatives must lead—not follow.

In times of prosperity life assurance is equally as essential as in periods of depression—death unfortunately is no respecter of these seasons. Fortunately in prosperous times the community is more able to provide life assurance, and this is where your great present advantage comes in. It is the imperative duty of every man—none excepted—to provide for his dependents—and it is your privilege to drive the fact home to each individual until he has made this effort, signed the application and been examined.

A short time hence—very short time—Imperial representatives will meet together in these offices in Convention. The conditions of invitation to this gathering have been made known to all, and it now rests with each individual Imperialite to determine whether he will be here. Let us give you a September motto—not simply to read—but to realize:—

“During September I will obtain applications for Imperial Life policies, in amount, for not less than One Fourth of the balance of my Convention quota.”

This realized, your chances of winning out will be greatly advanced.

**SUCCESS BEGETS SUCCESS—APPLICATIONS BEGET APPLICATIONS.**

## What a High Government Official Says.

The 50th Annual Report of the Insurance Commissioner of the State of Massachusetts, just issued, contains some drastic strictures, based upon actual experience, on Fraternal and Assessment Insurance. The Commissioner of Insurance, Hon. F. L. Cutting, says :—

“There are those who have charged the insurance department with hostility to insurance by assessments, because it has, since the advent in this Commonwealth of this form of protection, expressed its deep-seated conviction that, sooner or later, trouble would come to every organization attempting to do an insurance business on inadequate rates. Commissioner Tarbox was especially insistent. In a report to the Legislature he said that ‘The late survivors—for such associations cannot be eternal—will find their temporary insurance costly, and their families will derive no benefit.’ He complained that such a corporation could get its charter, then go before the public and represent that it was acting under the strict laws of Massachusetts, when the chief jurisdiction the insurance department had over it was to call for statements. It was in relation to them that he repeated the memorable remark of a former commissioner that, ‘The State should either supervise, or else not seem to,’ a truism that ought to be burned into the mind of every person who makes insurance laws or administers them.

It is inevitable that the rate of insurance just adequate to pay the cost for current age will be inadequate for the same person ten years, or five years, or even one year later. It is a fact that cannot be rubbed out, that twice as many men will die at age fifty as at age twenty-five, and five times as many at age sixty-five as at age thirty. Group 10,000 men at seventy together, requiring each to contribute his proportion of the aggregate amount required to pay to the heirs of each decedent during the year the sum of \$1,000, and it would be found that the sum required from each would be nine times as much as though the group had been composed of men twenty years of age. This is only another way of saying that the liability of death increases as age advances, and as long as that is the fact, a sum which suffices to meet the cost of insurance for age forty is not sufficient for age fifty. It has taken a good many funerals to convince some men of this fact, and others are not even now convinced. They have seen fraternal orders start on a given rate and become apparently prosperous,—at any rate, succeed in building up within a few years a large membership, and meet their death claims as they have accrued, without any serious burden being put upon the members, and they argue that the experience of these first years will continue, and charge that those who tell them that it cannot are enemies of this form of insurance. The fraternal does not exist, nor, in view of the inexorable law of nature, will it or any other kind of insurance company ever exist, which can continue to pay death claims indefinitely if it merely collects the cost of insurance for age of entry.

Take the experience in this Commonwealth. Hardly a year goes by without an illustration of the truth above stated. Last year the American Legion of Honor, once having a membership of upwards of 60,000, went into the pit. It found it impossible, as its members advanced in age, to collect sufficient money to pay the claims as they accrued. As assessments increased the best risks dropped out, leaving a membership of such poor physical condition that a progressively higher death rate ensued, which required an increasing number of assessments until finally two a month was the regular thing.



This whole subject of fraternal insurance cost is brought freshly to the public mind by the violent agitation now in evidence over the attempt of the Royal Arcanum, another Massachusetts corporation, to make a change in its rates. This great order, with a magnificent membership of upwards of 300,000, was chartered in 1877. It has paid already in benefits upwards of \$94,000,000. It has lodges in nearly every State in the Union. Many able men are connected with it, and it is an undisputed fact that its business has been conducted at a minimum of expense. But this order, like others, less strong and illustrious, was started on an inadequate basis of rates for furnishing whole life insurance, which its members seemed to think they were getting. In 1898 a partial remedy was applied by the adoption of the by-law increasing the amount to be collected from each member. There was no scientific adjustment of rates, however, according to age. This, together with the great increase in membership, resulted for a few years in producing a larger income than the outgo. Last year, however, the outgo overtook the income, and the claims incurred exceeded the collections to meet them by about \$300,000. The officers of the order, in common with all other intelligent people who had given the subject any thought, had foreseen that this would take place. A grave responsibility was upon them. Should they sit with folded hands and see the institution gradually decline, as others under similar circumstances had done before? They did not so look upon their duty. Two years ago they began to investigate and collect facts. Then they formulated what seemed to them the best plans for the perpetuation of the order, and reported those plans to the meeting of the supreme body in May last. They were adopted almost unanimously, to take effect upon new members July 1st next, and upon old members on October 1st.

This department has no duty as to approval of the new rates, and does not express any opinion as to whether the options presented are the best which could be devised. The commissioner does desire, however, in these comments, to make it evident that he believes in the necessity of a change, and that the governing body was in duty bound to take some action, which action, it goes without saying, should not repeat the mistakes of the past.

The promulgation of the plan was followed by a great uproar, because the members were put upon the rate at attained age, thus requiring the older ones to pay for their insurance themselves, instead of having younger members pay a part of it for them. They seem to think that the fact that they have been receiving something for less than cost in the past is a reason why they should have it on the same terms in the future, and that it is the duty of somebody else to pay the deficiency, forgetting, apparently, that it is not fair to burden the young man, just beginning his business career, and at the same time seeking to protect his family, with the insurance cost of the old men, many of them with abundant means, while the certificates of many others are being carried as a speculation.

The report of the committee of the order to the supreme body shows the inequity of the old rates. It appears therefrom that in 1904 the amount of assessments paid by those members under fifty years of age, was, in round numbers, \$7,000,000; the amount paid by those over fifty was \$700,000. The amount paid on account of deaths by the order in the former class was \$3,000,000; in the latter \$4,500,000. In other words, had those above fifty years of age been in a class by themselves, it would have cost them seven times as much to pay their losses, while it would have cost the other class less than one-half as much. This is not equity, and no business founded on such a system can long endure."

## Lapses.

In this issue we desire to refer to the Imperial's record of lapsed policies. Lapses arise through the failure of a policy holder to continue to pay premiums. It may be the second half-yearly premium, or the second yearly premium. After a policy has been in force for three full years it is entitled to a surrender value, and therefore our lapses do not include policies under which three full annual premiums have been paid. If an agent can secure the continuance of a policyholder for three years it is most likely that he will be able to secure his continuance throughout the balance of the term of the policy ; therefore, it becomes of prime importance that the first three years' history of a policy should be carefully and guardedly looked after, and every effort made for the continuance of the policy therein.

An analysis of the lapses of the Imperial Life discloses some very interesting and important features, features from which Imperial representatives can secure much valuable information, and from which, also, they can be assisted in their life's work :—

(1) It is found that lapses most frequently occur where the premiums are made payable quarterly ; and again, more frequently where premiums are made payable half-yearly than when made payable yearly. This would naturally be expected, for in the case of a premium payable quarterly there are four chances in the year for the policy to lapse, compared with only one where premiums are made payable annually, and in the case of the half-yearly premium there are two opportunities to default in the payment of premiums compared with one where premiums are made payable annually. Another reason is, that your opponent, regrettable to say, is offered a great many more chances to disturb your policy holders where premiums are made payable several times during the year than when made payable once.

(2) It is also found that lapses occur more frequently in policies of \$500 and \$1000 than in policies for larger amounts. This would indicate that whenever our agents solicit a comparatively poor class of business, lapses are bound to predominate. It should, therefore, be the aim of the agent to seek the best class of business in the community, and to make the application as large as possible. A person who has taken a substantial amount of insurance and has paid a substantial premium, hesitates to forfeit what he has paid in ; it will be his aim to continue the payment of the premium in order that the substantial benefits of the policy may be secured.

A company with a large lapse ratio is one which has, as a rule, a poor class of agents, a number of dissatisfied policyholders, and a weak organization. A lapsed policyholder is a standing advertisement against the Company in his community. He feels that, having paid some money into the Company, he has failed to receive value for it, and, consequently, bears the Company and the agent a grudge ; moreover, the agent in the case of a lapsed policyholder loses the influence of one who might have been used as a friend to suggest new insurers.

We append hereto the record for the year 1904 of the various agencies

in respect of lapses. We ask our Managers and Agents to carefully study this table and to personally drink in the lesson it teaches.

As in many other features, it is the desire of the Executive that the Imperial shall excell in a low termination rate. The prestige of the Company is marred by a high lapse rate—it is more difficult to secure new business with such a condition, and the fair names of the Company and the Agent are lightly regarded when the facts are known.

STATEMENT SHOWING RATIO OF "LAPSED" BUSINESS TO POLICIES ISSUED  
ACCORDING TO AGENCIES FOR YEAR 1904.

Agency	Issued	Lapsed	Ratio
St. John.....	\$132,750	\$89,721	67.58
London.....	130,750	64,250	49.13
Port Hope.....	27,000	11,500	42.59
Brockville.....	46,000	19,000	41.30
Edmonton.....	69,500	25,594	36.79
Brighton.....	11,000	4,000	36.36
Montreal.....	774,756	270,509	34.91
Vancouver.....	239,500	68,800	32.93
Regina.....	102,000	29,830	29.24
Belleville.....	22,000	6,190	28.13
Newfoundland.....	14,500	4,000	27.58
Kingston.....	102,700	27,766	27.03
Head Office.....	643,000	136,238	21.18
Re-Insurance.....	121,500	25,000	20.57
Stratford.....	56,000	8,750	15.62
Guelph.....	79,000	12,000	15.18
Ottawa.....	281,000	42,500	15.12
West Indies.....	127,375	18,000	14.13
Winnipeg.....	280,000	38,738	13.83
Halifax.....	360,500	48,500	13.45
Brandon.....	25,000	3,000	12.00
Peterboro Co.....	46,000	3,415	7.42
Petrolia.....	36,250	2,250	6.38
Hamilton.....	104,000	5,750	5.52
Nelson.....	36,000	1,500	4.16
St. Catharines.....	25,500	1,000	3.92
Calgary.....	48,500	1,000	2.08

### The Most Costly Insurance.

Second Vice-President Perkins, of the New York Life, argues thus against assessment insurance: "Will an assessment policy have any value in ten, fifteen or twenty years? No sir! Can you ever borrow money against an assessment policy? Not a penny! Will an assessment concern guarantee that its rates won't increase? Never! They admit, in fact, that the rates must increase. They have increased recently in one assessment concern to such a point that many people will be driven out, after having paid for many years. Imagine the great hardships, the great injustice done the insured and their families. The only reason people take assessment or fraternal insurance is because they imagine it is cheap. How absurd. How incorrect. As a matter of fact it is terribly expensive, the most costly insurance a man could buy."



## New Departments.

It affords much pleasure to announce that the Directors have created two new departments at the Home Office, and that two of the senior members of its staff have been appointed to take charge of them.

**The Policy Department** will deal specially with

- (a) Policy Terminations, Not Takens, Lapses, Surrenders.
- (b) Loans on policies, including automatic non-forfeiture loans.
- (c) Checking of policies before being sent out.
- (d) Revival of lapsed policies.

The Directors have selected Mr. John B. Hall, A.I.A., as the chief of this department, and his official designation will be "Secretary Policy Department." Mr. Hall associated himself with the Imperial in January, 1900. He is an undergraduate of Toronto University, and an Associate by examination of the Institute of Actuaries of Great Britain. In the conduct of the duties heretofore assigned to Mr. Hall he has proved himself to be thorough, painstaking and most solicitous of the welfare of the Imperial.

**The Inspection and Literature Department** will treat with

- (a) The inspection of applications prior to coming before the Insurance Committee, and the dealing with them in all features prior to their acceptance or declination;
- (b) The conduct of correspondence relating to deferred, conditioned and rejected applications;
- (c) The preparation and printing of forms and supplies;
- (d) Advertising, &c.

For this office the Directors have appointed Mr. J. Miles Langstaff, A.I.A., and his official designation will be "Secretary Inspection Department," or "Secretary Literature Department," according as the matter dealt with comes under the one or the other branch. Mr. Langstaff became a member of the Home Office Staff in March, 1901. He is also an undergraduate of Toronto University and an Associate by examination of the Institute of Actuaries of Great Britain. The despatch, correctness and care exhibited by Mr. Langstaff in everything entrusted to him are indications of his fitness for the position.

We bespeak for these officers the same unfailing courtesy, assistance and loyalty as Imperial representatives have so very generally accorded to the officers of the Company in the past. It can be unhesitatingly said that the endeavor of Messrs. Hall and Langstaff will be to do everything in their power to promote the interests of the Field Staff consistent with the aims and objects of the Company.

## The Daily Cash Reports.

One or two of our branch offices have failed to send in **daily** the Cash Reports. They have assumed that it will be satisfactory if these are sent in once a week or three times a month. **Now this is not satisfactory.** The Report is a **daily** one, and this is one of its most advantageous features from

the Home Office standpoint. May we reiterate why this is an advantage? There are **hundreds** of premiums being reported on, each day. The staff at Home Office handle these easily when the reports are received **daily**; but when one or two of our largest agencies or several smaller ones hold their reports for a week or more and then send them in, it is like a snow slide which obstructs the steady and regular movement of this train of reports. We have to call for assistance from other departments to "dig us out." This causes inconvenience to two or three departments, until the work is caught up. There is also the other very important feature, namely, that the Home Office is able to deal intelligently and **promptly** with enquiries concerning policies when we are **daily** advised as to the payment of premiums.

### **No Matter How Small the Collections, Send in the Cash Reports Daily.**

#### **Re Postage, Exchange, Etc.**

Clause No. 7 of the Agents contract form reads as follows :—

"The Company shall pay the necessary expenses for medical examinations and expressage on documents sent by it to the agent, and shall furnish to the agent a reasonable supply of blanks and circulars for the agency, **but shall not be liable to pay any other charge than is herein stated.** A number of our representatives are charging the Company with postage, exchange, telephone, and other sundry items which the Company should not pay. So far as any one agency is concerned these only amount to a small amount annually, but the aggregate charged by the various agencies is large. Hitherto, we have refrained from calling attention to the matter, but these items have now reached such large proportions that we are forced to call a halt and ask that in future no charges be made to the Company, other than those called for by the contract.

#### **Fortune's Tide.**

There is a tide in the affairs of men  
Which, taken at the flood, leads on to fortune;  
Omitted, all the voyage of their life  
Is bound in shallows and in miseries.

So the immortal poet wrote,  
And so all time doth show;  
If carelessly we onward float,  
We're sure to come to woe,  
Whereas if we the main chance seize  
Which comes but once nor waits,  
We'll spend old age in blissful ease,  
Or, dying, leave estates.

Will. Shakespeare's hint no doubt applies  
To each Imperialite,  
Occasions seized as they arise  
Lead on to fortunes bright;  
Rejected, all the voyage of life  
Is bound in shoals and rocks;  
Fierce storms o'erwhelm the trusting wife—  
Dame Fortune grimly mocks.

## "A Word to the Wise is Sufficient."

A careful analysis of our terminations for the first half of the present year reveals the fact that while a large decrease has been made in "lapses," the "not takens" show no appreciable reduction. "Not taken" business consists of those policies which in consequence of our not being able to collect any money on account of the first premium, have to be written off the Company's books as cancelled. The Head Office can render valuable assistance by correspondence and otherwise towards reducing the number of lapses, but not so in the case of "not takens." Consequently it rests entirely with the field staff whether our ratio of "not takens" will be larger or smaller this year than in 1904.

From Head Office it looks as if some of our agents are not exercising good business foresight in the taking of notes, otherwise so many of these would not prove uncollectable. **In your case, Mr. Imperialite, do you earnestly strive in every case to secure cash settlement of the premium with the application?** Or are you so anxious for business that you ignore the more important factor, viz.: **quality**, and at the first interview, unwisely make the best proposition you are authorized to in the way of time for payment.

If your prospect is thoroughly convinced that he needs the policy he will manage to pay at least part of the premium in cash if you ask it. If he is not so convinced you may rest assured the policy will not remain long on the books. **Can you consider yourself a loyal representative of the Imperial Life if you send to the Company in settlement of a premium a note you would hesitate to accept on your own account?** The continued abuse of the privilege of taking notes may result in its being withdrawn.

There are still four months in this year. Four months of golden opportunities for those who have made bad records in the way of "lapses" and "not takens" to redeem themselves. Four months in which those who have made good records to still further improve these records. **Do not procrastinate, Mr. Imperialite. See that delinquent to-day, and secure his application for revival. Be enthusiastic in endeavoring to retain your business. It pays.**

## The Amending Form, No. 87.

There has been considerable improvement in the securing of these forms. Our last remarks on the subject contained on page 3 of the March, 1905, issue of THE NEWS have been taken well to heart by our representatives. There are one or two agencies, however, which seem still to lack a due appreciation of the "necessity for correct answers." There are also some agents who may not have seen the NEWS referred to above. Any such may secure a copy on making application to the Home Office.

There is only one way, we believe, to keep down to a minimum the troublesome but necessary form 87. That is, to **continually educate** those representatives who fail in filling out the applications correctly. When an agent receives, with a policy, a form 87 for signature, he should examine it and compare the correct answer as shown on the form with the incorrect answer given in the application. A manager should point out to his local agent where the mistake was made, and show the difference between the correct and incorrect answer. This is "educating" the agent. It will not entirely do away with the form 87, but it will go a long way towards reducing the number of them.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 19

Published by the Imperial Life Assurance Co'y of Canada

(1-10-05)

## "'Tis an Ill Wind that Blows Nobody Good."

The insurance agent who has the good fortune to represent a Canadian Company in Canada should find it easy at the present time to prove the truth of the above dictum. The recent disclosures of abuses that have long been rife among the giant United States companies are now on everybody's lips. These revelations—far from weakening the hands of the Canadian Life Offices—will result in a stimulus to the business of the native companies.

Several of the United States Life Companies have evidently been mis-managed and betrayed. Their policyholders (many Canadians among them) have been deceived. What is responsible for such a state of affairs? Briefly, there are two causes.

**FIRST.** A BADLY PLANNED SYSTEM OF STATE SUPERVISION which has permitted these companies to pursue the even (?) tenor of their way for years without a thorough investigation. When an investigation was at last ordered, abuses were found. THESE ABUSES COULD NEVER HAVE EXISTED if the United States companies had been obliged to submit to an ANNUAL INSPECTION BY A COMPETENT AND HONEST GOVERNMENT OFFICIAL, AS ALL CANADIAN COMPANIES MUST DO.

**SECOND.** An insane hunger for BUSINESS AT ALMOST ANY PRICE. The great Life Companies of the United States have each amassed an unwieldy pile of accumulated wealth which, from its very vastness and the multiplicity of the interests involved, enhances a thousandfold the difficulties and the perils of management. The Canadian Life Offices, with their vigorous, steady and healthy growth, have little to fear from the financial dyspepsia which several American companies have acquired, largely on account of their inordinate appetite for business.

During the last few months there has been a general weakening of public confidence in American Life Companies. For many years in the past, these Companies have been diverting a steady stream of Canadian business across the line. There are many indications that the tide has now turned, and the next decade will probably witness a gradual ebb in the operations in Canada of American Companies. If this forecast be correct the scope of Canadian companies will be proportionately extended. Imperialites! The opportunity is yours. Are you alert?

## Seven Points

Which Imperial Agents can touch upon when asked the question, "Is a Mutual Company better than a Stock Company?"

**First.** Of the twenty-one Canadian companies reporting to the Government at the close of 1904, twenty were Stock companies. If this fact means anything at all, it surely can be taken as indicating that the Capital Stock system is the more popular.

**Second.** Mutuality *in theory* is the most perfect system that can be devised. Mutuality *in practice* is, we regret to say, largely a farce. Owing to the proxy system, the votes of the vast majority of the policyholders are in the hands of a small clique of directors.

**Third.** The directors of a Mutual company are policyholders, but beyond that they are not directly interested in securing a good management for the Company. On the other hand, the Directors of a Stock company (besides being usually policyholders) are always shareholders, and therefore feel a very direct and personal interest in prompting the welfare of the Company that pays dividends on their stock.

**Fourth.** The importance of having a strong board of directors at the head of a life insurance company can hardly be over-estimated. Without such a directorate, the policyholders have no guarantee that the affairs of their Company will be economically administered, its funds well invested, or its risks carefully selected. The annual inspection of the Canadian Government guarantees the policyholder against a dishonest management, but it is no safeguard against inefficiency on the part of the Company's officers. The advantage of a policyholder in a Stock Company is evident, for the directors, being nearly always business men of the highest standing, well versed in financial affairs, and with a lively interest in the well-being of the Company, may be depended upon to see that the management is absolutely efficient.

**Fifth.** The shareholders of a Stock Company *do not*, as is sometimes insinuated, participate in the profits to the disadvantage of policyholders. On the contrary, the policyholder is more than recouped for the dividend he allows the shareholders by the *increased profits* due to a greater economy, a higher interest rate, a lower death rate, etc.

**Sixth.** The Policyholder of the Imperial Life has an additional guarantee that he will not be obliged to pay too much to the shareholders for the supervision and protection which they provide. The Imperial was incorporated and obtained a Charter by Special Act of Parliament, which provided that the shareholders should not receive more than 10% of the profits arising from participating policies. This must not be interpreted to mean that the shareholders receive a 10% dividend. For example, if the participating policies in any year earned \$50,000, the shareholders would receive \$5,000; which, on a paid-up Capital of \$450,000, amounts to only about 1%.

**Seventh** and most important. In a Stock Company the whole capital stock forms an additional fund for the security of policyholders. As security is undoubtedly the *first requisite*, we are therefore not going too far when we say that a Stock Company furnishes *better insurance* (in the literal sense of the word

“insurance”) than does a Mutual Company. To take an example. The Imperial Life (see last annual report) has a surplus on policyholders’ account of \$579,848. Of this sum \$450,000 is paid-up capital, leaving a net surplus of \$129,848. As the Imperial’s authorized capital is \$1,000,000, there is \$550,000 of its capital still in the pockets of the shareholders, and this sum could be called for in any emergency. The Imperial’s total resources, over and above all liability to policyholders, are therefore :

Net Surplus .....	\$ 129,848
Paid-up Capital .....	450,000
Uncalled for Capital .....	550,000
<hr/>	
Total resources over all liability to policyholders ....	\$1,129,848

Now, if the Imperial had been a Mutual company, its resources over and above all liability to policyholders would have been only \$129,848. So that, as a matter of fact, the Imperial’s authorized capital means just \$1,000,000 additional security to Imperial policyholders.

**A Word to the Wise, etc.**

Do the field staff realize the importance, *in their own interests*, of getting after the large applications? How many of our representatives are alive to the fact that one \$10,000 application will yield them just as much commission, just as high a place on the Honor Roll, as ten \$1,000 risks, to say nothing of the saving in time and trouble.

We venture to assert that *as a rule* (every rule is proved by the exceptions) if a man has two prospects, one for \$10,000 and the other for \$1,000, he will find the \$10,000 application the easier of the two to close. This is not a mere opinion, but the experience of most veteran agents. The reason is probably as follows :

The man who applies for a small policy is not wealthy ; consequently, he grudges the investment of even a few dollars in insurance. He is often uneducated and must have everything explained to him in detail, over and over again. He is not familiar with the idea of insurance, and is therefore more or less suspicious. On the other hand, the large insurer is wealthy and does not quibble over a difference of a few dollars. He is well posted in business matters and has no difficulty in following the agent’s explanations. In short, the higher the insurance solicitor goes in search for prospects, the more sympathetic, intelligent and courteous will be the hearing that he will receive.

Indeed, it seems impossible to dispute the proposition that the big applications are the ones that the canvasser should pursue. The point, however, that most agents will be inclined to raise is, “ But, I don’t know where to get the big applications.” Oh, yes you do ! There is not an agency in Canada that does not include dozens of wealthy men, *nine-tenths of whom have only a fraction of the insurance that they should carry*. Manufacturers, bankers, merchants, business men of all sorts, professional men, wealthy farmers, government officials, get after them all. Sit down and write a list of all the rich men you know.



Call on your local M.P. (he is earning enough this year to afford some more insurance). Don't blush or grow pale when shown into the presence of a great man. No matter how big a personage he may be, in insurance matters *you* are the teacher and *he* the learner. It will pay you best to appear cool and confident.

And, in conclusion, don't forget that one wealthy policy-holder will bring you others. Many an agent owes his success to having made good use of his first big application, in securing introductions, influence, etc. That is a point worth remembering. Meanwhile, let each Imperialite determine that during the coming fall campaign, he will secure at least one application which in comparison with his former achievements may be called "big."

### **How Directors of Mutual Companies are Elected.**

The actuary of the Connecticut Mutual gave evidence as to the mode of electing directors by a mutual insurance company.

He admitted that forty or fifty persons who voted at the last election were mostly employees or agents of the company.

"How many policy-holders have you?"

"About 50,000."

"How many are entitled to vote at your elections?"

"I should say about 40,000."

This was brought out to be the course followed by other mutual companies, the number of whose policy-holders and their distribution over such a wide area rendered it a physical impossibility for them to personally attend meetings.

This evidence has made a mild sensation, but the position is so obvious a necessity that no person who considers for a moment what are the conditions of a mutual company can be surprised at the elections being in the hands of the directors. Policy-holders, living all over this continent or in Europe, could not be brought together except by a miracle. Even those living at a moderate distance from the head office, even the great majority in the same city, do not attend the annual meetings, and in regard to proxies, how are persons at a distance to know enough to give an intelligent vote on affairs discussed at a company's meetings? They naturally trust the local agent, and what proxies are used represent the agents, not the policy-holders.

—*From The Chronicle.*

### **Non-Participating Rates.**

There will be in the hands of the Company's agents by the receipt of this issue of the Agents' News, a pamphlet containing the Company's new annual premium rates for non-participating assurances. In respect to these new rates, it may be stated that an increase in the rates for non-participating assurances is almost general throughout Canada and the United States. The rates now being adopted by the Company are in most cases slightly in excess of the Company's former rates, but are not higher than the new non-participating rates of the leading Canadian and United States life assurance companies; also they are less on the average than the non-participating of British companies. As was advised in the letter which accompanied the pamphlet, the rates will go into effect on October 1st, 1905. From that date no non-participating assurance on any of the systems included in the pamphlet will be issued at other than the new rates.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 20

Published by the Imperial Life Assurance Co'y of Canada

(15-10-05)

## PROBABLY YOU HAVE NOTICED THAT

successful men are usually systematic men. More than that, systematic men are usually successful. This is true in almost every business, and especially true in life insurance canvassing.

There is no other business or profession which is so apt to generate idleness as that of the agent. The agent is his own master; he has no fixed hours of work; his time is his own. Unless he is a man of unusual force and energy of character, there is a great temptation before him to fall into loose habits of work.

The remedy against this insidious tendency can be summed up in one little sentence. "Have a system." Map out your time. Determine at the beginning of each day what men you will interview, and let nothing less important than the securing of an application cause you to deviate from your programme. It will be a hard thing to do. It will call for much self-denial and will-power on your part. But in the end you will have your reward. For the results of your diligent and methodical work will appear not merely in the shape of largely increased commissions, but in the greater power and efficiency that you will have acquired in your chosen profession.

Be systematic. In urging this advice, we are simply repeating what is the unanimous counsel of practically every agent who has made a success of the work. We advocate no particular system. Select the one that best suits your own circumstances.

**ANY SYSTEM WILL WORK IF THE AGENT DOES**

## United Effort.

It is now the middle of October, only two and one-half months remaining before the close of the year, and we are brought face to face with the fact that the total terminations for the first nine months of 1905 practically equal those for the first nine months of 1904. This is not what we have aimed at. For the year 1904 our ratio of terminations did not compare very favorably with that of some of our fellow Canadian companies, and we had hoped during the present year to materially improve our comparative standing. So far the total terminations show no reduction in the amount, and lapses and not takens a reduction of only \$45,000, so that our efforts for the balance of the year must be *productive of an increasing number of revivals* if our end is to be attained.

During the beginning of the present month there was sent to each Provincial Manager and District Manager a statement of those policies in his agency which have lapsed or are in arrears, and to which his attention is thus directed. The objects of these statements which are sent out from H.O. periodically is two-fold. In the first place they are intended to form a reminder to the agent that the policies appearing on the statement are in an unsatisfactory condition, and he is expected to take note of each individual case, and put forth every effort in his power to place such policy in a more satisfactory position. In the second place it is intended that upon these statements the agent shall report to the Company just what attention he is giving to these different cases, what his opinion of them is, and in what way Head Office might prove of assistance to him in this work. One of the most important branches of the work of the Policy Department at Head Office is the looking after of these lapsed policies, and this department is always ready and willing to do everything in its power to render to the agent whatever assistance he desires. As a rule the reinstatement of a lapsed policy can be much more easily and much more satisfactorily arranged for by the agent through a personal interview, and the Policy Department have therefore refrained from entering into direct communication with the policyholder unless requested to do so, or unless the agent finds it impossible to arrange an interview, or to get in touch with the delinquent by correspondence. Numerous instances there are, however, where a letter from Head Office has had a most beneficial effect; and where such a letter is considered advisable by the agent, he has only to make the request to have it granted.

Nothing, however, can take the place of a personal interview. In this personal interview be just as persistent, just as persuasive, and just as enthusiastic as if you were canvassing for a new application. The same arguments should hold good in either case, and in the case of the lapsed policyholder the fact that he has already paid a premium or paid part of a premium as the case may be, the benefits of which he does not want to lose, should make it much easier to secure his application for revival than to influence a new prospect to sign an application. We ask that between now and the close of the year each of our representatives, provincial managers, district agents and sub-agents make it their duty to put themselves in touch with those of their clients who have fallen from grace, and put forth every effort possible to bring them back



into the fold. The effort will not be lost whatever may be the result in the matter of revivals. We want all our policyholders, whether their policies are in force or lapsed, to be thoroughly satisfied with the treatment they have been accorded by the Company, and what better advertisement can be had than a satisfied policyholder? Through him the way is opened to new business, and new business of the right quality. Let each one do his share, and the results will show in the annual report at the close of the year. Let our aim be to place the Imperial at the head of the list in so far as a low termination ratio is concerned.

May our watchword be—

**A Policy Saved is a Policy Gained.**

**The 10-Payment Life Plan.**

This is a policy that shows up very favorably and might possibly be more frequently quoted by our representatives in their canvassing. The premium averages about the same as a 20-Year Endowment.

Take as an illustration of the 10-Payment Life Plan, a \$10,000 policy taken out at age 30, annual premium \$526, A.S. Period 20 years. We may draw up a schedule of the first 20 years as follows:

Should death occur after paying prem- iums for	The assured would have paid in premiums	The Com- pany would pay	Gain to the Assured's Estate.
1 year .....	\$ 526	\$10,000	\$9,474
2 " .....	1,052	10,000	8,948
3 " .....	1,578	10,000	8,422
4 " .....	2,104	10,000	7,896
5 " .....	2,630	10,000	7,370
6 " .....	3,156	10,000	6,844
7 " .....	3,682	10,000	6,318
8 " .....	4,208	10,000	5,792
9 " .....	4,734	10,000	5,266
10 " .....	5,260	10,000	4,740
12 " .....	5,260	10,000	4,740
15 " .....	5,260	10,000	4,740
20 " .....	5,260	10,000	4,740

Note concerning the above :—

1. That every figure is **guaranteed**.
2. That if the policyholder dies within twenty years, the beneficiary receives *at least* \$4,740 more than the assured has paid in premiums.

Now as regards the options at the end of the Accumulative Surplus Period. The most important are probably the following :—

**Option 1.** Discontinue the policy and draw the total cash value consisting of

(a) Reserve, guaranteed.....	\$5,660
(b) Surplus, estimated.....	2,470

Total Cash Value .....	\$8,130
Compared with total premiums paid.....	5,260

Gain to the Assured .....\$2,870  
(In addition to \$10,000 insurance protection for twenty years.)

Or, in other words, the policyholder draws out \$8,130 (partly estimated), in place of \$5,260 invested ; which is a return of \$1.54 for every \$1 invested ; besides having enjoyed \$10,000 insurance protection for twenty years.

It is worth while noting that the Guaranteed Reserve *alone* (\$5,660) exceeds the amount of the premiums (\$5,260) ; so that, leaving surplus out of account, the assured is **guaranteed** a profit on his investment.

This option may be viewed from another standpoint. The assured receives, as we have seen, \$10,000 insurance protection for twenty years. The cheapest cost of this insurance is the 20 Year Term Rate (see page 192 of Manual), which is \$135.50 per annum. So that

20 Years Insurance Protection is worth.....	\$2,710
Add Total Cash Value (as above, partly estimated) ..	8,130
<hr/>	
Total Value of Benefit received by Assured.....	\$10,840
Compared with total premiums paid .....	5,260

**Option 2.** Continue the original policy and receive the surplus in cash, estimated at \$2,470 ; which is a return of 47% of all premiums paid. The original policy of \$10,000 would require no further payment of premiums, and would continue to share every five years in the profits of the Company. Suppose the assured continued his policy under this option until he reached the age of 70 and then decided to drop it.

Now, the Cash Surrender Value, or Reserve at the end of 40 years on a 10 Payment Life Policy taken out at age 30 is evidently the same as the Reserve at the end of 20 years on a 10-Payment Life Policy taken out at age 50. For in each case it is the reserve on a paid-up policy at age 70. By referring to the Manual, it will be seen that the reserve at the end of 20 years on a \$10,000 policy taken out at the age of 50 is \$7,770. The policyholder on reaching age 70 could therefore surrender his policy for

The Guaranteed Reserve.....	\$7,770
Add the Estimated Surplus (received 20 years before)	2,470
<hr/>	
Total received by assured in cash.....	\$10,240
Compared with premiums paid.....	5,260
<hr/>	
Gain to the assured.....	\$4,980

Here we are taking no account of further payments of surplus, although there would be no fewer than four of these payments between the conclusion of the A. S. Period and the final surrender of the policy. Also, we are leaving out of our calculations the 40 years insurance protection which the assured has received. We may estimate it, as before, on the basis of the 20-Year Term rate at age 30, although this is much too low a value. However, even on this moderate assumption, the 40 years insurance protection of \$10,000 is worth forty times \$135.50 or \$5,420.

**Option 3.** The assured may continue the original policy for \$10,000, fully paid up and still participating in surplus and take his profits (subject to continued good health) in paid-up life insurance estimated at \$4,330. This gives the assured \$14,330 of paid-up life insurance at a cost of only \$5,260.

### **Changes in Address.**

Notices and letters to our policyholders are being returned to us by the Postal authorities uncalled for. The Company, through its notices, endeavours to impress upon policyholders the importance of advising us of any change in address, but frequently they omit to do this. This omission often results in the policies lapsing. We believe that every Imperialite realizes the importance of knowing the correct address of our policyholders, and we therefore urge every representative to make it his business to keep in close touch with the policyholders, and to advise us immediately on learning of a change in the address of anyone assured in the Company. We believe every agent will think of some such cases when reading this article. Do **you** not? If you do know of one or more cases take a minute to write us a line to that effect before you forget. Don't wait. **Do it now.**

### **Brains and Good Morals.**

Some men are mental heavy-weights but weak in their moral make-up; some are moral heavy-weights but not so strong in intellectual ability. Brains and good morals are both essential for business success, but the man with sound morals and a good share of brains will overcome, in a long distance contest, the man of great intellectual weight and deficient morals. The latter's mental equipment is handicapped by the constant caution put upon himself, not to make a mistake or to appear inconsistent, or to reveal his moral delinquencies. While the moral man, although not brilliantly intellectual, has always a clear conscience, is never fretted about being inconsistent, can attack his object in a straightforward way, and is sure to win on the home stretch.

### **Our Company Paper.**

The writer was recently glancing over a file of the back numbers of the AGENTS' NEWS, when his attention was arrested by the following article, which appeared in the very first number, published 1st November, 1900, just five years ago :

"Believing that our agents could be of considerable help to one another if their ideas were exchanged, and also that this interchange of ideas would help to increase our business, we are issuing a paper, of which this is the first number. It is to be strictly an agents' paper, and will contain articles which are for their personal consideration.

"Do you ever find that you have almost closed a prospective applicant, but for lack of a final convincing argument cannot induce him to sign the application? Do you ever run against a 'knotty point,' which a person you are canvassing raises, and which you are unable to answer in a convincing way? Do you find that some of your arguments are getting worn, aged, and too well known to be of striking emphasis in your canvass? If so, you are losing your hold on the insurance business and getting into a rut that will never lead to success. Your arguments will take such a mechanical form that you will be unable to convince your prospective applicant that he needs insurance; you



will find your old policyholders drifting away from you for want of encouragement, and finally your agency will deteriorate. Keep out of this rut at any cost !

" We are publishing this paper to assist our agents to keep out of this rut, and also that they may keep in touch with one another; *and to do this successfully it must be run on the co-operative system, that is, each Imperial representative must take a vital interest in it and send us articles for publication. A few lines, for example, on any of the following subjects are always of interest :—*

- (1) *Your strongest argument in closing a prospective applicant.*
- (2) *Provisions in other Company's policies and strong points in the Imperial's policy.*
- (3) *Difficulties met with in competition with other companies.*
- (4) *Anecdotes in connection with canvassing.*
- (5) *Ways of collecting renewal premiums or on any other subject that you think will be interesting."*

The question naturally suggested by a perusal of the above extract is this, " Has our Company paper fulfilled all the objects that were primarily intended ?" Read again the italicized lines. The original intention was evidently to have the agents co-operate to a larger extent than has since been the case.

Now it is surely possible for us to make this paper what it was intended to be—not merely the official mouthpiece of the Head Office—but a medium for the free interchange of ideas among Imperialites all over Canada. We believe that if the Company's representatives in the field will lend us their hearty assistance, the AGENTS' NEWS during the remaining months of this year may be made more interesting and helpful than ever before. For instance, if you have a good argument that has been of assistance in canvassing, don't keep it to yourself; it may be valuable to others. If you have a prospect who has proved a puzzler to you, let us know about him; we may be able to help you by suggesting a line of procedure. In short, any ideas on insurance matters, any suggestions, anything bearing directly or indirectly upon the profession in which we are all engaged, will be gladly welcomed. If there is not space in the NEWS, you may be sure of receiving a personal letter. Or, if we find that our Company paper is too small, it can easily be enlarged.

Address all communications to the Editor AGENTS' NEWS, care of the Head Office.

### Notes and Comments.

The finish in the September race was a neck-and-neck affair, the first two positions on Honor Roll " A " being held by a \$500 margin only.

**Dr. Lowrey** and **Messrs. Springer** and **Taylor** hold the record for the first nine months of 1905. Close on the heels of the leaders is **Mr. J. C. Gass**, who missed a month somehow, but is not out of the race yet by any means.

**Mr. Wickware** is to be congratulated on the standing of the Ottawa Agency. The whole staff deserve credit for their enthusiastic efforts, and among others **Mr. Reid** (\$9,000 ! Good work, Mr. Reid !), and **Messrs. Garvin, McCuaig** and **Lindsay** are worthy of special mention.

## Leaders of Honor Roll "A" for 1905.

January.....	Dr. D. Lowrey, Toronto, Ont.....	\$58,500
February.....	J. W. Ney, West Indies .....	20,500
March.....	A. H. Fair, Toronto, Ont.....	25,000
April .....	J. W. Ney, West Indies .....	31,500
May.....	W. H. Seymour, Hamilton, Ont .....	27,000
June.....	A. W. Ross, Portage la Prairie, Man.....	15,000
July .....	J. C. Gass, Halifax, N.S.....	23,000
August .....	F. B. Springer, Vancouver, B.C.....	13,000
September .....	F. M. Slade, Quebec, Que.....	13,000

## Leaders of Honor Roll "B" for 1905.

January.....	J. B. Waddell, Carleton Place, Ont.....	\$20,000
February.....	W. G. Morrow, Peterboro', Ont.....	8,000
March.....	P. Dumoret & Co., Trinidad.....	23,000
April .....	C. A. Bourne, Vancouver, B.C.....	6,500
May.....	P. Dumoret & Co., Trinidad.....	8,500
June.....	J. A. Benjamin, Jamaica .....	10,000
July .....	Manton & Hart, Jamaica .....	9,500
August .....	W. G. Reburn, Toronto .....	10,000
September.....	P. Dumoret & Co., Trinidad.....	8,500

## Honor Roll "A" for September.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
F. M. Slade, Quebec, Que.....	13,000	1	650.50	1	1
F. B. Springer, Vancouver, B.C.....	12,500	2	489.70	2	9
C. M. Turner, Calgary, Alta.....	12,000	3	361.55	4	7
John Cawley, Brockville, Ont.....	11,000	4	487.50	3	3
S. F. Flatt, Fort William, Ont.....	10,000	5	326.35	5	3
Dr. D. Lowrey, Toronto, Ont.....	9,000	6	307.90	7	9
J. J. Reid, Smiths Falls, Ont.....	9,000	6	264.15	9	1
Israel Taylor, London, Ont.....	8,850	8	306.75	8	9
G. H. Gillespie, Kingston, Ont .....	8,000	9	203.10	14	2
J. C. Gass, Halifax, N.S.....	7,000	10	315.15	6	8
J. S. Wallace, Winnipeg, Man.....	7,000	10	203.20	13	6
J. W. Ney, Bracebridge, Ont.....	6,500	12	254.95	10	7
R. R. Garvin, Smiths Falls, Ont ....	6,000	13	214.60	11	4
H. B. McBain, Peterboro', Ont .....	6,000	13	206.80	12	3
J. E. McCuaig, Ottawa, Ont.....	6,000	13	181.80	16	3
N. A. St. Julien, Montreal, Que.....	6,000	13	170.80	17	4
H. L. Shaw, Montreal, Que.....	6,000	13	193.35	15	2
R. Hall, Brandon, Man.....	5,000	18	168.05	18	4
H. S. Lowndes, Shawville, Que.....	5,000	18	159.50	19	3
W. H. W. Daly, Winnipeg, Man...	5,000	18	149.55	20	3

## Honor Roll "B" for September.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
P. Dumoret & Co., Trinidad, B.W.I.	\$8,500	1	\$531.65	1	7
J. K. Pickett, Toronto, Ont. ....	6,000	2	169.20	4	1
N. M. Lindsay, Manotick, Ont. ....	5,000	3	170.40	3	3
R. W. Day, Edmonton, Alta. ....	4,000	4	196.30	2	2
T. C. Babb, Sidney, Man. ....	3,500	5	81.30	9	1
J. E. Mayers, Barbadoes, B.W.I. ....	3,000	6	157.10	5	5
L. Morris, Summerside, P.E.I. ....	3,000	6	106.90	6	2
A. McCannel, Burgoyne, Ont. ....	3,000	6	89.35	7	1

## Standing of the Agencies for September, 1905.

1. Montreal	Kingston	Port Hope
2. Ottawa	14. Head Office	25. Stratford
3. Winnipeg	15. Orillia	26. St. Catharines
4. Vancouver	16. Bracebridge	Windsor
Calgary	17. Edmonton	Belleville
6. Halifax	Peterboro' County	Toronto City
7. West Indies	19. St. John	30. Nelson
8. Brockville	Brandon	Hamilton
9. London	21. Charlottetown, P.E.I.	Sarnia
10. Fort William	22. Newfoundland	33. Brantford
11. Guelph	Regina	Toronto (K)
12. Toronto (L)		

## A Fatal Delay.

COX—At 176 St. Patrick Street, Fred. A. Cox, husband of Laura M. Phillips, and second son of H. J. Cox, sr., aged 28 years.

The above notice appeared in the Toronto papers a few days ago. Deceased we regret to say was a delinquent policyholder of this Company. In January, 1903, he applied for and was granted a 25-Payment Life Policy, No. 9399, for \$2,000. Before the first premium was all paid he reduced the policy to \$1,000. The 1904 premium was never paid. He was in the meantime married and had removed to Chicago. Letter after letter, the last only a few weeks ago, was written to him from the Head Office of the Company urging upon him the folly of allowing his policy to remain in default. The penalty alas will have to be borne by his afflicted widow. This is but another of the many instances proving the uncertainty of life, and the danger of remaining even a day uncovered by an adequate amount of life assurance.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 21

Published by the Imperial Life Assurance Co'y of Canada

(1-11-05)

## LIVE IT DOWN

We are informed by some of our representatives in the field that the recent disclosures of abuses among American Life Companies, by their reflex influence, are having a depressing effect upon the operations of Canadian companies in certain districts. Our own Company, up to the present, does not appear to have suffered seriously. In fact, each successive day sees us more and more in advance of last year's record. Nevertheless, there can be no doubt that certain forces are at work whose deliberate purpose is to represent some of the Canadian life companies as bogged in the same mire with the U.S. companies.

Unfortunately, no definite or straightforward charges of mismanagement or dishonesty have been made against any of the Canadian life companies. We say *unfortunately*, because if such charges were made openly, the Companies would have a chance to meet them. As it is, the agents in the field have to encounter vague suspicions, which are harder to be met than open accusations.

Our field force can do good service both to themselves and to the public, by taking every opportunity of dispelling such suspicions, pointing out the wide diversity between the methods of Canadian and U.S. companies, the superiority of the Canadian system of government supervision, and consequently, the impossibility of similar irregularities developing among the life companies on this side of the border.

The present agitation will soon simmer down. The life insurance business is founded on so firm a basis, the principles underlying it are so altruistic and noble in their origin, it has become so important a factor in the world's economy that ill-natured criticism and slander cannot have any permanent effect. And as for the baseless insinuations and whispers that are being circulated at present, the most effective and dignified way to deal with all that is to

## LIVE IT DOWN

## A Voice from the West.

In our last issue, the wish was expressed that the field staff should take a livelier interest in the AGENTS' NEWS, and assist the editor in his efforts to make it an **agent's paper** by submitting difficulties, canvassing arguments, new ideas, etc., for publication. The first of our representatives to respond to that appeal is Mr. J. S. Wallace, Provincial Manager for Manitoba, who writes as follows :

"One, if not the strongest, argument to use, in my opinion, is to point out the very many instances where parties intended to insure later on. But, unfortunately, death claimed them before they **could make up their minds** to sign the application and receive their policies. Cases of this kind are brought home to every insurance agent **very frequently**.

"As I write I have just been informed that a friend of mine died suddenly last night, who, not later than two weeks ago, was in my office and promised to give me an application before the end of the year. This is only one instance of many similar cases that is brought before me.

"It is not only that death may ensue before the good intention is consummated, but in many instances serious illness or accident may unfortunately occur that might debar one from enjoying the protection such as The Imperial Life can supply. And my advice to all agents is to press home to prospective insurers the great importance of insuring when in good health, and not waiting till calamity overtakes them and thereby debars them the happy thought of leaving their dependents amply provided for."

[Mr. Wallace's argument *re* the importance of insuring **NOW** is echoed by a certain prominent physician, whose words I have now before me. He says :

"I would strongly urge young men commencing in life to insure early, while they are in enjoyment of good health and sound constitution, for if they delay too long they may be attacked by some ailment which will debar them from being accepted by any insurance society of repute."—ED. AGENTS' NEWS.]

## "An Inspiring Example."

Under the heading "An Inspiring Example," *Office and Field* makes the following timely remarks regarding the present situation in the life insurance world :—

It has been well said that no other financial system could have withstood the wild assault of foes without and traitors within, as life insurance in the United States has succeeded in doing. Never, even in the time of the wildest misrepresentation or most patent wrong-doing, has there been a suggestion either that the system had failed or that the great companies representing that system were now, or could in future become, so weak or so corrupt that they could not meet in full any demand that could justly be made upon them. This continuance of perfect confidence at a time when reckless sensationalists are doing their utmost to produce a panic, is a silent testimony to the soundness and greatness of life insurance. This is no time for any man representing a life insurance company to assume an attitude of apology or defence, because of the errors or shortcomings of any of the men who hold, or have held, high



place in the life insurance world. On the contrary, it is a time to boast that the very blemishes we see, small though they be, only bring out more clearly the strength, the perfection of the life insurance system as a whole.

Canadian life agents have an inspiring example in their brethren on the other side of the international boundary line. It is in the United States that the present exposure of bad practice is made; it is by the field force in that country that the work of overcoming the difficulties due to folly and treachery on the part of the managers must be done. If we should note amongst these men signs of discouragement, or of mutiny against officers responsible for present difficulties, it would be no more than we might expect.

As a matter of fact, there seems to be no tendency to waste time and energy over unavailing post-mortems upon the corpses of defunct errors. On the contrary, all seem to brace themselves with a determination to overcome all difficulties and to astonish the world with their gains of the present year. With the optimism which should characterize every field man they seem determined to make the very obstacles that have been thrown in their way a means of improving the road. They find that people are discussing insurance now more than ever. This means that interviews on the subject of insurance are more easily to be had; and your true field man always feels that if he can only get the attention of the prospect, he will take his chance of the result.

\* \* \* \* \*

When the agents in the United States, in spite of all difficulties, can go on with determination and enthusiasm to realize greater things than ever, the Canadian field force, with their special advantages, should astonish the country and themselves with the splendid showing of the latter part of 1905. We too have a prosperous and intelligent people; we too have the most modern inducements that life insurance has to offer; we too have openings and opportunities for men who show themselves capable of faithful and successful work. And we have no exposure of wrong-doing among the great men in the business. **There is not a word to show that any single dollar of money taken on account of insurance in Canada has been misappropriated or misapplied.** With the opportunities that are offered, and with the example of their brethren to the south of the line for their inspiration, the Canadian field force can, and will, achieve magnificently between now and the close of the year.

### **Assessment and Fraternal Insurance.**

Imperial agents are continually coming across men who are insured (?) in assessment societies and will not admit that this kind of insurance is not just as safe and satisfactory as the legal reserve companies can furnish. The agent may unfold his "Assessment Chart" and point to the many failures among assessment concerns. He may show that their present rates are utterly inadequate and may emphasize the fact that they possess the power to raise these rates at any time. All in vain! An Ethiopian may change his skin, and the leopard his spots, but convince a strong "lodge" man of the fallacies of assessmentism? Never!



Now, a quick witted canvasser will recognize in a twinkling the uselessness of an argument along the above lines ; for, in many cases, the longer a prospect argues, the more stubbornly does he cling to his original position. A better procedure is as follows :—

*Agent :* You think then that your society insurance is safe enough and that you are getting it at pretty nearly cost price ?

*Prospect :* Think so ? Certainly, sure of it, know it, absolutely convinced, not a shade of doubt, etc., etc., etc., etc.

*Agent :* Well then, listen to this. You are 30 years old, and pay \$1.14 per month to the I.O.F., or \$13.68 per year *not counting extra dues*. Now, if you dropped your insurance at the end of say 20 years, would the Society pay you anything ?

*Prospect :* Why, —er —er —no, I don't suppose it would.

*Agent :* *Of course* it wouldn't. Well our premium on the Ordinary Life plan is \$24.25 ; that is, \$10.57 more than the I.O.F. charges. In 20 years, the difference would amount to 20 times \$10.57 or \$211.40.

*Prospect :* Certainly. Just what I was telling you. Your Company charges just about twice as much as it ought. Now our Society furnishes insurance at cost price.

*Agent :* Well, just hold on a bit. You were saying a moment ago, that your Society would'nt pay anything if you dropped out after 20 years. Isn't that right ? Now the Imperial Life *guarantees* \$286 if you discontinue at the end of 20 years, which added to the estimated surplus of \$213 gives the total cash value, viz :—\$499. So the transaction really amounts to this. You pay the same price for your insurance as the I.O.F charges. But, in addition, you *invest* a further \$211.40 which amounts in 20 years to \$499. In other words you realize a gain of \$287.60 or 136% on your investment of \$211.40.

This is a very strong argument, and not the least commendable feature is that it does not necessitate running down the Society. The agent does not get involved in a wordy dispute as to the merits or otherwise of society insurance in general and thus avoids wounding his client's sensibilities.

It is evident that the 20 Payment Life or 20 Year Endowment or any other plan may be substituted in the above argument for Ordinary Life.

### Next !

We are looking forward to receiving from our agents during the next fortnight a large number of communications for insertion in the Agent's News. Mr. J. S. Wallace has set the ball rolling and his article in to-day's issue is completely *apropos*. Who will follow in his footsteps ?

### And this applies to Life Insurance.

“ But if any provide not for his own, and specially for those of his own house, he hath denied the faith, and is worse than an infidel.”—1st. TIMOTHY, Chap. V, Verse 8.

# THE IMPERIAL LIFE AGENTS' NEWS

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(15-11-05)

A COMPARATIVELY young Company such as the Imperial Life has one important advantage over its older competitors in the fact that its death rate for many years remains very low, on account of the majority of its risks being select lives. When a new company—in addition to showing a low death rate—can compare favorably with other companies in the economy of its management, then you have a combination which cannot be beaten.

\* \* \* \* \*

The last valuation of the Imperial Life showed that in the seven years of its existence the death losses had been only 49% of those that were to be expected according to standard tables of mortality. The comparison of expense rates that appears in this issue proves also that very few, even of the older companies, have added to their insurance in force at so low a cost as the Imperial Life. **IMPERIALITES! DON'T FAIL TO GRASP THESE FACTS.**

## Interest Earned—Character of Investments.

The following statement of the interest earnings of Companies operating in Canada is taken from *The Chronicle*, of Montreal. We reprint also the introductory remarks made by *The Chronicle*, which are deserving of careful perusal :—

“We have repeatedly protested against the ambition being indulged in to show an exceptionally high rate of interest earnings. The rate of interest as a general rule varies inversely with the quality of the security. Recent events show the paramount necessity of regarding the assets of a life assurance company as trust funds of the most sacred character. This should never be lost sight of in investing these funds.

Investments involving contingent liabilities that may cause a sacrifice of some portion of the principal, or of the interest during a certain period, should never be made with the funds of a life assurance Company. To speculate with trust funds is a breach of trust.

The utmost care should be taken in advancing money on real estate in new districts whose future is uncertain. There are districts in Canada, which, in their early days, were most promising, but where houses have now no value and land is of only nominal value. The mortgages on such properties became a dead loss, but have value as warnings to injudicious investors looking for high rates of interest.”

### RATE OF INTEREST.

COMPANY.	1901	1902	1903	1904
Home .....	3.94	4.29	3.75	2.98
Crown .....	....	3.04	3.04	3.10
Union .....	....	....	3.51	3.18
National .....	3.35	3.76	3.87	3.80
Pelican and British Empire.....	3.93	3.92	4.95	3.84
London & Lancashire.....	3.94	4.05	4.08	3.90
Royal Victoria.....	3.94	3.68	4.07	3.92
Standard.....	4.23	4.09	4.14	4.26
New York.....	4.10	4.39	4.43	4.29
Equitable .....	4.24	4.19	4.08	4.30
Mutual of N.Y.....	4.09	4.05	4.32	4.31
Ætna.....	4.26	4.25	4.41	4.35
Metropolitan.....	4.65	4.34	4.54	4.45
Continental .....	6.27	4.30	4.43	4.51
Canada .....	4.47	4.46	4.52	4.53
Sun .....	4.72	4.87	4.87	4.67
North American .....	4.45	4.65	4.91	4.69
Sovereign .....	....	....	....	4.74
Manufacturers.....	4.77	5.05	4.81	4.81
Confederation.....	4.56	4.59	4.73	4.81
Travelers .....	4.72	4.89	4.85	4.97
Mutual of Canada.....	4.93	5.00	5.02	5.08
Federal.....	4.94	4.90	4.86	5.20
Imperial .....	5.24	5.22	5.22	5.26
Dominion .....	5.02	5.14	5.22	5.54
Northern.....	4.11	4.73	4.63	5.56
London .....	5.59	5.68	5.60	5.62
Excelsior .....	5.36	6.10	5.97	6.43
Provident Savings.....	4.35	6.15	6.87	6.46
Great West .....	6.80	6.86	6.60	7.01



The rate earned by the Imperial Life, while not the largest, is very satisfactory; *especially satisfactory* when we take into account the high character of the Company's investments. The first aim of the Investment Committee has been to secure investments whose safety should be absolutely above suspicion. No loan has been considered and no security has been purchased, unless the Committee was completely satisfied as to the safety of the capital invested. A point worth noting is that during the last four years the rate of interest earned by the Imperial Life has remained almost uniform. If its investments had been of a speculative nature, the fact would almost certainly have been revealed by the fluctuations in the Company's interest rate.

### **Can You Sell an Annuity?**

Of course it is nothing new to say the rate of interest is falling. That has been observed and remarked upon by everybody during the last dozen years. Very few first-class mortgages can be obtained to yield more than 5%. The best bank stocks are being sold at a price to allow of not more than 4% to 4½% return. The insurance companies have gradually lowered their reserve basis from 4½% to 4%, from 4% to 3½%, and the day may not be far off when a 3% reserve standard will be the rule.

NOW, ATTENTION PLEASE! Are the Imperial agents aware that their rate-books contain particulars of an investment which yields an annual return in some cases as high as 15 and 20 per cent. on the capital invested? If you never knew this before, turn to pages 193 to 196 of your Manual. The table on page 194, for instance, shows that \$1,000 invested in the purchase of an Annuity Bond, will yield to a purchaser aged 74 an annual income FOR LIFE of \$151.80; i.e. 15.18% on the money invested. An investment of \$10,000 at the same age will yield an income of \$1,518 a year for life. Similarly at other ages.

Reflect what this means. It means that if a man aged 74 last birthday paid \$10,000 for a life annuity, in 10 years his investment would have earned \$15,180; in 15 years it would have earned \$22,770, or more than double the amount invested. The annuitant would only have to live a little over six years to get back the sum paid for the annuity.

The Annuity Bond form of investment is especially adapted :

1. To those who desire to make a sure and certain yearly provision for a dependent; *e.g.* a father, or a mother, a sister, an invalid relative. No more substantial testimony of affection could be afforded than the providing by such means for old age, or for supplementing a small income.

2. Where provision is made by will for an annual payment to relatives or others during life by the purchase of an Annuity Bond for the stipulated annual sum, the executors or trustees are thus freed from much trouble, and are able to discharge more easily the important duties of their office. Thus, instead of being under the necessity of scanning the whole range of the investment field, in search of a safe and suitable investment, they have an opportunity of attaining the desired end on far more profitable terms in an *absolutely safe manner*.

3. To old people who have no relations or friends to whom their money might be left, an annuity in a conservative life company should appeal very strongly. No other investment can possibly be secured to yield them so comfortable a return.

In conclusion, we are of the opinion that almost any of our agents are acquainted with persons who have the money to invest, and who might very easily be induced to invest it in the manner indicated above. In many cases, the suggestion of an Annuity Bond, once its nature was thoroughly explained, and understood, would prove very acceptable.

### **Re Form 144.**

Form 144 is the agent's report that accompanies each application. In some cases this form is filled out very hurriedly, and where the names of two or more agents appear on the application, it is often difficult for Head Office to know who should be credited on the Honor Roll.

Our rule in such cases is to regard the application as joint business and credit each agent equally. If the agents interested in any particular application wish another arrangement to be followed, for instance, if only one agent is to receive credit on the Honor Roll, kindly state so clearly and unmistakably.

Another point. The commission which a sub-agent receives on an application must be definitely stated on form 144, as the Agency Department at Head Office are guided by this form in making out their statements.

Further it should be understood that the percentage of commission mentioned on form 144 will be rigidly adhered to ; consequently, care should be taken that there is no mistake in filling out the form.

### **Life Insurance! Interesting Figures.**

In a recent issue of the *Montreal Star*, there appeared an article under the above heading. This article is reputed to be the result of an interview with Mr. William McCaw, of Montreal, by a *Star* representative. In order to clearly point out the iniquitous nature of this article, which looks very much like a paid-for advertisement, we reprint the article in question.

"Mr. William McCaw, the insurance man, had something to say to a *Star* representative, when he was approached, respecting the report from Ottawa that, at next session of Parliament, some sort of enquiry would be made into the operation of insurance companies in Canada. "I take it," said Mr. McCaw, "that the expenses of operating these companies might form a good basis for enquiry. Why some companies expend over 50% of their receipts as against 20% or less on the part of others, would, I think, stand some probing in the interest of the policyholders. I have been looking into this matter rather carefully ; I have gone to the Official Government record in the blue books issued from Ottawa. The result has been somewhat astonishing. It establishes that the cost of insurance in the United States, in the majority of cases, is much less than in Canada. However, I do not want to draw comparisons on my own authority. Let the figures speak for themselves. They are official."

Mr. McCaw then handed to a *Star* representative a compilation from the record above named.

(Here follows a table of ratios of total expenses to total income of all the Canadian Life Companies for the year ending December 31st, 1904. These ratios range from 17.38 to 77.59 per cent. The average of the twenty Canadian companies is stated by Mr. McCaw to be 37.27 per cent.)

"That" said Mr. McCaw "is the Canadian record ; and I claim that it is exceedingly interesting," especially as Mr. McCaw explained, when contrasted with the records of the American institutions, as follows :

(Then follows the table of ratio of total expenses to total income of the twelve American companies doing business in Canada, which is said to be obtained from the report to the Insurance Department. Since, however, the American companies only report their Canadian business to the Canadian Department, the figures of the total business of these companies must be obtained from one of the American insurance reports. Mr. McCaw states that the average of the twelve American Companies is 26.48 per cent.)



Now, in the first place, the ratio of total expenses to premium income is not a fair basis for comparing the cost of management of any two companies. It is well known that it costs a much larger percentage of the yearly premium to secure new business than to pay for the collection of premiums on renewal business. For this reason, a young company having a very large proportion of new business as compared with its total business, must necessarily have a larger ratio of expenses to premium income than an old company having a large volume of old business, and, consequently, a smaller proportion of new business.

When, in place of the ratio of total expenses to premium income, we take the ratio of total expenses to total income, the unfairness is still more apparent. The total income includes the interest income as well as the premium income, and the interest income is collected at comparatively no expense. The interest income constitutes a considerable portion of the total income of an old company having large accumulation of assets, whereas, the interest income forms a very small portion of the total income of a young company. For this reason, the ratio of total expenses to total income is about as unfair a method of comparing the expenses of the various companies as could well be devised.

Mr. McCaw states that the average of the twenty Canadian companies is 37.27 per cent., and that the average of the twelve American companies is 26.48. In arriving at the averages, Mr. McCaw has added up the various rates for each company and divided by the total number of companies. Mr. McCaw must have forgotten the arithmetic which he learned as a school boy, or he would know that taking the average of averages is absolutely wrong. To find the average rate for the twenty Canadian companies, Mr. McCaw should have taken the total expenses and divided this item by the total income of all Canadian companies.

The result would have shown an average expense rate of 26.58 per cent. In the same way, the correct average for the twelve American companies is 22.67. Correct averages, therefore, show a difference of less than four per cent. instead of nearly eleven per cent.

It will also be noticed that Mr. McCaw has taken all the Canadian companies, including young companies, one of which shows as high a ratio as 77 per cent., whereas he has taken only twelve American companies, which have naturally become well established in the United States before starting to do business in Canada.

To sum up, Mr. McCaw has used a ratio which takes no account of the difference in size and age of the various companies; he takes all the Canadian companies and compares them with a few well established American companies; he uses an absolutely incorrect method of getting the average of the Canadian and American companies; and by these absolutely incorrect methods he intimates that the expense rates of the Canadian companies are very much higher than those of the American companies. If it were possible to obtain sufficient data as to the exact business of the various companies that Mr. McCaw mentions and to make allowance for the relative volumes of old and new business, IT WOULD PROBABLY BE FOUND THAT THE EXPENSE RATE OF THE CANADIAN COMPANIES WOULD BE CONSIDERABLY LESS THAN THAT OF THE AMERICAN COMPANIES.

*(From an article published by the Manufacturers Life.)*



## Expenses of Life Companies.

The foregoing article, which is a reprint of a folder issued by the Manufacturers' Life, exposes very clearly the fruitlessness of attempts to show that the Canadian companies are conducted at a greater expense than American companies. We have prepared the following statement, based on the Government Blue Books, which will be interesting reading for Imperial agents. The statement includes the representative Home Companies, and the two most active British offices in Canada.

Column (1) shows the total expenses of management for the years 1902, 1903 and 1904. Column (2) gives the total renewal premiums received during the same three years.

We have assumed that the cost of collecting these renewal premiums, and all other expense connected therewith is 10%; so that by deducting 10% of column (2) from column (1) we obtain the expenses in connection with new business as shown in column (3). Column (4) shows the gain in insurance in force between 1st January, 1902, and 31st December, 1904. Accordingly, by dividing column (3) by column (4), we get the average cost of each \$1,000 increase in insurance in force during the three years.

It will be observed that the Imperial stands well up on the list, which is a proof that its rapid expansion has not been secured at an excessive cost. The companies in the statement which show a lower expense ratio than the Imperial have without exception been in operation for a much longer time. In the matter of expense the older companies might be expected to have an advantage over the younger ones, because the former, being more firmly established and well organized, should be able to secure new business much more cheaply. The fact that the Imperial leads so many old established companies in the above table, in spite of their advantage in age, speaks well for the economy of its management.

COMPANY	Date of Incorporation.	(1) Expenses of Management during 1902, 1903 and 1904	(2) Total Renewal Premiums collected during 1902, 1903 and 1904.	(3) Cost of new business during 1902, 1903 and 1904.	(4) Increase in insurance in force between 1st Jan., 1902, and 31st Dec., 1904.	(5) Average cost of each \$1,000 increase in insurance in force.
Mutual of Canada...	1869	\$ 831,781	\$ 3,193,784	\$ 512,403	\$ 8,763,939	58.5
Great West Life ....	1891	616,890	1,321,691	484,721	7,188,896	67.4
<b>Imperial Life .....</b>	<b>1896</b>	<b>617,768</b>	<b>1,254,457</b>	<b>492,322</b>	<b>7,146,002</b>	<b>68.9</b>
Manufacturers Life ..	1887	1,120,686	2,943,680	826,318	10,514,777	78.6
Sun Life of Canada..	1865	2,886,067	7,351,403	2,150,927	22,715,730	94.7
Dominion Life .....	1889	161,915	388,251	123,090	1,229,011	100.2
Confederation Life ..	1871	952,872	3,169,382	635,934	6,190,612	102.7
Standard Life.....	1822	454,718	2,138,052†	240,913	2,236,942	107.7
North American Life.	1879	1,073,977	2,818,321	792,145	7,279,259	108.8
Canada Life .....	1849	2,710,254	7,212,705	1,988,983	17,855,815	111.4
Federal Life.....	1874	500,293	1,197,257†	380,567	2,989,136	127.3
London & Lancashire	1862	214,199	896,251†	124,574	663,410	187.8

† Since the Blue Books do not divide the premium income of this Company into "first year premiums" and "renewal premiums," the assumption was made that the first year premiums averaged \$32.50 per \$1,000 of paid for business. This method gives a close approximation.

## Honor Roll "A" for October.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
Dr. D. Lowrey, Toronto, Ont.....	26,500	1	1021.10	1	10
A. McN. Shaw, Montreal, Que.....	18,500	2	819.20	2	2
A. C. Champagne & Co., Montreal.	15,500	3	584.40	3	1
J. J. Gardiner, Cornwall, Ont.....	12,500	4	412.20	5	6
F. B. Springer, Vancouver, B.C.....	10,000	5	442.10	4	10
J. S. Wallace, Winnipeg, Man.....	10,000	5	333.50	8	7
J. P. Beaudoin, Montreal, Que.....	9,500	7	341.90	6	3
J. W. Ney, Bracebridge, Ont.....	9,000	8	339.40	7	8
J. B. Cooke, Kingston, Ont.....	9,000	8	238.00	11	6
J. F. Best, Brandon, Man.....	8,000	10	288.50	9	4
I. Taylor, London, Ont.....	8,000	10	267.55	10	10
J. C. Gass, Halifax, N.S.....	7,500	12	214.85	13	9
A. LeRay, Montreal, Que.....	6,000	13	201.70	14	1
W. M. Rowat, Ottawa, Ont.....	6,000	13	116.60	22	1
H. B. Andrews, Stratford, Ont.....	5,500	15	215.75	12	7
G. H. Gillespie, Kingston, Ont.....	5,000	16	182.80	15	3
Col. A. Fraser, Montreal, Que.....	5,000	16	174.85	16	1
A. W. Ross, Portage la Prairie.....	5,000	16	174.70	17	8
Jos. St. Julien, Rigaud, Que.....	5,000	16	163.60	18	1
A. C. Belle Isle, Campbellton, N.B..	5,000	16	148.25	19	7
R. H. Robinson, Orillia, Ont. ....	5,000	16	143.90	20	5

## Honor Roll "B" for October.

H. McKerracher, Guelph, Ont.....	8,000	1	279.75	1	1
D. A. McMillan, Finch, Ont.....	5,000	2	148.00	3	1
J. E. Mayers, Bridgetown, Barbados.	4,000	3	254.10	2	6
W. H. Bessey, Toronto, Ont.....	4,000	3	146.00	4	3
C. R. McIntosh, Acton, Ont.....	3,000	5	92.10	5	1

## Leaders of Honor Roll "A" for 1905.

January.....	Dr. D. Lowrey, Toronto, Ont.....	\$58,500
February.....	J. W. Ney, West Indies .....	20,500
March.....	A. H. Fair, Toronto, Ont.....	25,000
April .....	J. W. Ney, West Indies .....	31,500
May.....	W. H. Seymour, Hamilton, Ont .....	27,000
June.....	A. W. Ross, Portage la Prairie, Man.....	15,000
July.....	J. C. Gass, Halifax, N.S.....	23,000
August .....	F. B. Springer, Vancouver, B.C.....	13,000
September .....	F. M. Slade, Quebec, Que.....	13,000
October.....	Dr. D. Lowrey, Toronto, Ont.....	26,500

**Leaders of Honor Roll "B" for 1905.**

January.....	J. B. Waddell, Carleton Place, Ont. ....	\$20,000
February.....	W. G. Morrow, Peterboro', Ont.....	8,000
March.....	P. Dumoret & Co., Trinidad.....	23,000
April.....	C. A. Bourne, Vancouver, B.C.....	6,500
May.....	P. Dumoret & Co., Trinidad.....	8,500
June.....	J. A. Benjamin, Jamaica.....	10,000
July.....	Manton & Hart, Jamaica.....	9,500
August.....	W. G. Reburn, Toronto.....	10,000
September.....	P. Dumoret & Co., Trinidad.....	8,500
October.....	H. McKerracher, Guelph, Ont.....	8,000

**Standing of Agencies, October, 1905.**

1. Montreal	London	19. St. Catharines
2. Winnipeg	11. Bracebridge	20. Victoria
3. Ottawa	12. Stratford	Brockville
4. Toronto	13. Orillia	Belleville
5. Halifax	14. West Indies	Newfoundland
6. Kingston	15. Calgary	24. Edmonton
7. Guelph	16. Toronto K.	Hamilton
8. Vancouver	Charlottetown, P.E.I.	Port Hope
9. Head Office	St. John, N.B.	

**Pointed Paragraphs.**

When an agent has no hope in himself, there is no hope for him.

An upright agent is more than likely to do a downright good business.

Yes life is full of risks—good ones, too. Don't miss getting your share of them during the next six weeks.

If you know how to begin with a man, GOOD. If you know where to stop, BETTER. If when you stop you have his application, BEST.

The agent who continually advertises his business by personal effort will find that such advertising pays.

The agent who does things is always the man who gets things.

It is said that everyone has a hobby. Every successful life agent surely has one.

Wait not for "luck." If you do, you will die a waiter and not a life insurance agent,

Do your hardest and most disagreeable tasks first. Then as you near the end of the day things will go easier.

Make an unconscious but effective agent of every man you insure. It can be done and it will pay.



# THE IMPERIAL LIFE AGENTS' NEWS

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(1-12-05)

## ONCE MORE

we seize the opportunity of emphasizing a fact, old as the everlasting hills, obvious as the A B C, and yet, alas, how seldom realized. That fact is simply this, "WORK COUNTS."

That idea has been given expression in this paper times without number. No doubt, some of our representatives are heartily sick of having the same old sentiment thrown at them over and over again. Some of them probably wish that we would forget it. Well we will forget it— just as soon as we are thoroughly satisfied that every Imperialite realizes the truth of this trite old maxim, and intends to live up to it.

Until that happy day arrives, we have no intention of allowing any agent to lose sight of a fact so intimately connected with his own success. In every department of human activity, the word is true, that "WORK COUNTS." Consciously or unconsciously, every Imperialite is a living example of the truth of the saying. Some of our representatives exemplify it in a manner highly satisfactory both to themselves and us. The steady stream of applications flowing Head-Office-ward is proof positive of their belief in the efficacy of hard work. Other Imperialites furnish a negative proof of the maxim's truth. They evidently believe that work does NOT count, and the marvellous consistency with which they live up to that belief has been frequently remarked upon by the Head Office.

Imperialites! Be workers! In no other way can you make a living in life insurance or any other honest business; in no other way can you expect to gain recognition for whatever ability you possess. You will advance in your earning capacity, in the confidence of the Company, in your own self-respect, just in proportion to your realization of the maxim that

**WORK COUNTS.**

## **Another Argument Pro Stock Companies.**

Section 14 of the Imperial's Charter of Incorporation stipulates as follows :—

“The Directors may, from time to time, set apart such portion of the net profits as they shall deem safe and proper for distribution as dividends or bonuses to shareholders and holders of participating policies, ascertaining the part thereof which has been derived from participating policies, and distinguishing such parts from the profits derived from other sources ; **and the holders of participating policies shall be entitled to share in that portion of the profits so set apart, which has been so distinguished as having been derived from participating policies, to the extent of not less than ninety per cent. thereof.**” In other words the shareholders are entitled to **not more than 10 per cent.** of the profits under participating policies.

We have frequently in these columns discussed the question of stock life insurance companies, and pointed out the advantages enjoyed by policyholders of these companies, such as :—

- (a) Continuity of Management.
- (b) Greater Security.
- (c) Economical Administration.
- (d) Prudent Investment of Funds.

But, the above excerpt from the by-laws of the Company suggests another advantage pertaining to Imperial policyholders. Briefly stated, that advantage consists in the fact that the **profits to shareholders are made to depend upon the profits to policyholders.** If the profits earned by participating policies are large, then the shareholders (being entitled to 10 per cent. of such profits) will receive a larger dividend on their invested capital. On the other hand, if the profits paid to policyholders are small then the dividends to shareholders must be proportionately diminished. In short, it must always be to the interest of Imperial shareholders to make the policyholders' profits **as large as possible.**

This is a strong argument, and can often be used to silence ignorant and superficial critics who inveigh against stock companies on the ground that they discriminate against the policyholders in apportioning their surplus.

## **Beneficiary—where More than One is Named in Application.**

Where applications have been received in which the assurance is directed to be made payable to more than one beneficiary, it has been found that in many cases the answers to various parts of question No. 4, page 1, of the application, were inadequate. Probably the most common failing is that question 4(f) is answered simply by the word “yes.” The question so answered, while it makes clear that the applicant desires the assurance payable to his executors, administrators or assigns, in event of the death of all the beneficiaries named, leaves in doubt the disposition of a deceased beneficiary's share, should one or more of the beneficiaries, but not all, die. In order that the question may be comprehensively answered, it is necessary that the answer should plainly indicate to whom the share of any beneficiary who predeceases

the assured will be payable. This will generally be either to the surviving beneficiaries, or to the executors, administrators or assigns of the applicant.

In answering question 4(a) the proportion of the assurance to be payable to each beneficiary named should be stated; also in answering question 4(f) the proportion to each surviving beneficiary if on the death of any beneficiary such deceased beneficiary's share goes to the survivors of them.

It is most important that the persons who benefit by the policy should be those the applicant intended should benefit, and that the extent and manner of their benefits should be as was intended by the applicant. In order that this may be effected, and that the application need not be deferred for further information agents are asked to make certain that the answers to the questions relating to the beneficiary are in all cases such as will enable the Head Office to get a clear conception of the applicant's wishes.

### **Re Canvassing Literature.**

We find that there is still on hand at the Head Office a large supply of certain pamphlets, &c., which should be used up before the close of the year. If these are left over until next year they will be out of date and, consequently, useless. If any of the following supplies can be of service to you during the remainder of November and December, kindly write at once and say how many you require :—

(1) We have a large number of Annual Reports still on hand. The Annual Report is one of the best canvassing documents at an Imperial Agent's command; some conservative companies rely upon it almost wholly, and furnish no other canvassing literature to their agents.

(2) We have on hand some useful leaflets on Assessment Insurance *e.g.* "The Dilemma of the Fraternal Orders," "Counterfeit Life Insurance," etc. Now is the time to use these.

(3) We enclose with this issue a copy of the folder "1905, The Most Prosperous Year in the Company's History," which is a brief, but striking statement of the Company's splendid progress since its inception. This folder also should be used up before the end of the year.

(4) We are sending to our principal representatives supplies of two new folders, "Read, Mark, Learn, etc.," and "At this Season of the Year." The former is a collection of newspaper clippings which, of course, go out of date very rapidly. The latter is a Christmas pamphlet, and should be used between now and 25th December.

### **Concentration.**

Mr. Gladstone, when once asked to what he attributed his marvellous success in so many departments of work, replied "Concentration."

What is **Concentration**?

Did you ever, on a day when the sun's strength was scarcely sufficient to warm your cheek, take a magnifying glass in your hand, and by its aid focus the sun's rays upon a piece of wood until it burst into flame? That is an example of **Concentration**. The sun's beams contained just as much warmth before you produced the glass as after. But at first its heat was diffused; afterwards it was **concentrated**.



Did you ever, on a day when all your faculties were restless and wandering, sit down at your desk and vainly try to do some work, baffled in all your endeavors to control your aimlessly flitting thoughts, and unable to bend your energies to any purpose, until at last by virtue of a **great resolve you fixed your mind upon your task, and found it easy?** That was a victory won by **concentration**. Your mind was just as strong, your thoughts just as active, when you first sat down, as afterwards. But your energies required to be **centred on one thing**, instead of fluttering without aim from one object to another.

**Concentration** wins the day in all the avenues of life. None can stand before the **concentrated man**. He forgets all except the aim immediately before him, and **centres all his mind** upon that and that alone. "One thing at a time, and that thing with all my might!" is his motto. He throws himself with **all his mind** into **each** task that he undertakes. No wonder that other men who lack this power of concentration, this fixity of purpose, are outdistanced by the **concentrated man**.

**Concentration** wins the day in all the departments of the world's business—life insurance as well as the rest. The agent who will cultivate this faculty of **Concentration** cannot fail of success. You will approach a client, your whole mind bent upon securing the application which you want—and will gain your purpose invariably, unless the other man's will is very much the stronger; and **even then** you will triumph if the client does not oppose his will to yours.

Cultivate this power, then, on every possible occasion. It is a hard thing to do, to subordinate all minor considerations to the one aim immediately before your eyes, to curb your wandering faculties when they find it irksome to be controlled. But, because it is hard, for that very reason it is worth seeking after. It is so hard to attain that the ordinary man never attains it. So much the greater will your triumph be, if you secure that which is the secret of all success—the power of **Concentration**.

### **The Agent's Duty Re Lapsed Contracts.**

"We all realize that each policy that lapses has to be replaced by a live one if the Company is to show increase in its business, and we all know the great difference in cost to the Company between placing a new policy and reviving a lapsed one.

Reviving of a lapsed policy requires very often just as much consistent work on the part of the agent as writing a party for the first time. When a policy-holder fails to renew his second, third, or fourth premium, the conscientious agent should immediately ascertain why he has not, and if the party is not satisfied with his original contract, then it is the agent's duty to do everything in his power to overcome the dissatisfaction; which, generally speaking, can only be done by a personal interview, and if the agent can make clear to the lapsed policy-holder that the contract is exactly what he made application for, and can satisfy him, then you will find that that client will not again knowingly allow his policy to lapse, but will stay and pay, and more, will be a living advertisement to the agent and to the Company."

The above quotation from a letter of Mr. J. S. Wallace, our Winnipeg Manager, is worthy of the careful attention of every Imperialite. The agent who in **truly loyal to his Company** will, as Mr. Wallace points out, feel that his duty requires him to take just as much pains in retaining business on the Company's books as in writing new business. We know that some agents do not look at the matter in that light. They argue that it is not in their interest to spend time in reviving lapsed contracts when they might be earning a higher rate of commission by writing new business. Such agents are making a **big mistake**, and they will discover their mistake some day when the Company needs a District Manager in their territory, and they find themselves passed over in favour of some other agent who has taken pains to **keep his business in force**.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 6, No. 24

Published by the Imperial Life Assurance Co'y of Canada

(15-12-05)

1905		DECEMBER					1905
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	
First Quar. 3rd	Full Moon 11th	Last Quar. 19th	New Moon 25th		<del>1</del>	<del>2</del>	
<del>3</del>	<del>4</del>	<del>5</del>	<del>6</del>	<del>7</del>	<del>8</del>	<del>9</del>	
<del>10</del>	<del>11</del>	<del>12</del>	<del>13</del>	<del>14</del>	15	16	
17	18	19	20	21	22	23	
<u>24</u> 31	25	26	27	28	29	30	

**H**ALF of your opportunities for December, 1905, have already been marked off the calendar, but there still remain two weeks—fourteen working days—in which to crown the achievements of the year. The indications are that the record of 1905 will be the best in the Company's history—a record that will strengthen your hands immensely during 1906. All that is necessary now is a determined, united effort during the remainder of the year. We issue to you, therefore, our final appeal to throw every ounce of weight and energy into the campaign during the next two weeks. From to-day until the close of the year our watchword is:

**“NOW OR NEVER”**

## Re the Agent Without a Policy.

There are some of our representatives who do not carry a policy in the Imperial Life. Worse still, there are some of our representatives who carry no insurance at all. What a strange and marvellous paradox! What an unrivalled example of glorious inconsistency! Practical agents—whose chief occupation in life is to convince men of the absolute necessity of insurance protection—see nothing incongruous in themselves remaining uninsured. Imaginative agents—who are accustomed to draw vivid word pictures of the dangers that beset the uninsured individual—face these very perils themselves heroically and without a quiver. Conscientious agents—who would shudder at the very thought of misrepresenting a policy—feel no qualms at committing the great misrepresentation of palming themselves off as ardent believers in the benign principle of life insurance.

Much has been said and printed—yea, much has been said which could not be printed—concerning the nerve of the insurance agent. But verily the half has not been told. In our estimation, as an example of colossal nerve and monumental cheek, there is nothing to rival the plain, unassuming A.W.P. He daily faces fearful odds. He invades all classes of society, assails all conditions of men. He knows he is handicapped in the battle for business, but that does not affect his courage for a moment. Even when an antagonist detects the weak spot in his armour and asks that dreaded question,—“Are you insured yourself?”—even at such a critical moment the A.W.P. does not blench; he evades the query as deftly as he can, and returns to the charge undismayed. He probably realizes that further effort on his part will be unavailing, but he bravely conceals his knowledge of the fact. Even though the struggle was hopelessly against him from the moment when that chance shot pierced his armor, yet the A.W.P. refuses to be beaten. All honour to his tenacity and perseverance, even if we cannot admire the wisdom of his tactics. If the Agent Without a Policy wins so many battles in spite of the heavy handicap against him, what might he not hope to accomplish if he had that fatal hole in his armor patched up?

Our advice to every A.W.P. in the ranks of the Imperial Life is to equip himself with an Imperial Policy. It is an excellent weapon of attack, besides being unequalled as a defence. An ounce of example is worth a pound of exhortation. If you can produce your own policy from an inside pocket and point to the last renewal receipt duly countersigned, you have there an argument worth an hour of argumentation and wheedling. Take a policy **NOW**, before the end of the year. Help to swell the Company's business and your own. Prove that you have confidence in the Company you represent. **Then**, you won't be always quaking in your boots for fear some prospect may hurl the question at you—“**Are you insured yourself?**”



## An Ingenious Argument.

As an example of the address and ingenuity displayed by some of our representatives, we reproduce the following letter received a few days ago from one of our District Managers :

STRATFORD, Ont., Nov. 27th, 1905.

*Mr. T. Bradshaw, F.I.A.,  
Secretary and Actuary Imperial Life,  
Toronto, Ont.*

**Re Policy No. 510 (J. Johnson).**

DEAR SIR,—

Replying to your favor in reference to the additional assurance secured from Mr. Johnson, I beg to say that when Mr. Johnson applied to me for a loan on the above policy I assured him at once that the Company would be pleased to accommodate him with the amount he required, but pointed out to him that by taking the loan he was reducing his protection by the amount of the loan, and after some further conversation on this point I advised him to make application for an extra \$1,000 of insurance, and make the loan large enough to pay the premium on the extra insurance, pointing out to him particularly that he was not only getting the accommodation he required, but was increasing his insurance by \$775, instead of decreasing it.

Faithfully yours,

“ H. B. ANDREWS,”

*District Manager.*

## No Shrinkage in this Asset.

It is a matter of common knowledge that when a man dies and his executors begin to wind up his affairs, there must nearly always be an allowance made in their calculations for the inevitable shrinkage in the assets of the estate. A man's accounts may show him to be worth \$10,000 at his decease ; but what with bad debts, fluctuations in stocks, shrinkage in real estate, delays and expenses of collection, etc., the ultimate amount of the estate may dwindle to 50% of its book value.

There is one asset, however, which is always collectable, may be turned into cash without delay, involves no lawyers' fees and is always at par. That asset is a life insurance policy. The following letter is a good illustration of the promptness with which the Imperial Life pays its claims :

INDIAN HEAD, NOV. 2nd, 1905.

*J. S. Wallace, Esq.,  
Provincial Manager,  
Imperial Life Assurance Co.,  
Winnipeg.*

DEAR SIR,—

Allow me to thank you for your Company's cheque for \$5000 handed to me in full settlement of claim of policy, under which my husband was insured.

I appreciate very much the prompt payment of the cheque, the same having been issued by your Company ON THE SAME DAY AS THE CLAIM PAPERS WERE RECEIVED by the Head Office.

Yours truly,

JESSIE TODD.

## Partnership Insurance.

"There is nothing new in "partnership insurance"—most companies issue joint-life policies, or some special form of contract, to provide against the contingency of the death of a partner in a firm. Yet it is an astonishing fact that the small amount of business transacted under this head proves that the number of agents who follow up the possibilities of the scheme is very small indeed. We have only met one agent who made this class of insurance his specialty, and the results he obtained by working it intelligently were so large as to induce us to endeavour to impress upon our readers its possibilities as a factor to increase their incomes.

"Let us examine the position of an ordinary business firm, comprising for the sake of argument, say, two partners, each having an equal share in a capital of £20,000. The firm is, perhaps, newly established, and progressing fast, when, quite unexpectedly, one of the partners dies. In what position does the surviving partner find himself? He is quickly called upon to settle, in some form or other, with the deceased partner's executors for his half share of the business, worth, without taking into any account the increased value of the good will, the sum of £10,000.

"If the surviving partner pays out this amount in cash he will probably cripple the business to such an extent that its future prosperity and progress will be greatly hampered. He could, of course, raise money by mortgaging the business, but this is always unsatisfactory, and likely to interfere with the firm's credit. In any case, the death of a partner in a firm is almost certain to cause grave monetary inconvenience, and in some instances we have known it to result in the absolute financial ruin of a previously flourishing concern.

Suppose, however, that while in possession of health and strength, these partners have had sufficient wisdom and forethought to protect themselves against any such contingencies by taking advantage of one or other of the many schemes issued by the different insurance companies. Instead of having to face difficulties or contract expensive mortgages, the insurance money falls in and quietly settles the whole difficulty. The surviving partner finds himself in possession of the whole business, with its assets intact, and is in a position to continue the firm's career of progress and prosperity.

"As to the kind of insurance to take, much must depend upon the individual circumstances of each case. Where cheapness is a consideration, a joint-life policy might be the best. Other firms desirous of making a good investment, while giving themselves insurance protection, might take a more expensive class of insurance—say, endowment.

"The premium should, of course, be paid from the assets of the firm, and where two separate policies are taken, each partner should name the other partner as beneficiary.

"We recommend the agents to study this matter carefully, to write a vigorous letter to every suitable firm they know, pointing out these facts, and follow it up with an equally forcible personal interview. Those that do will not, we are convinced, find themselves without remuneration for their work by this time next year."

The above quotation is borrowed from an English booklet, "Hints to Agents, by an Insurance Specialist." We commend the subject to the careful consideration of all our representatives, especially those residing in cities and large towns. An alert city agent has opportunities in this direction that are simply boundless; all that is necessary is hard, systematic work along the lines suggested in the closing paragraph of the preceding article.

## Re New Literature.

Readers of this issue will find enclosed copies of several recently printed forms. We shall be pleased to forward supplies of these to any agent who so requests. Write for **only so many as you can use**, and when the supplies arrive keep them clean and neat. The forms referred to are :—

1st. Folder, giving Table of Premium Rates on the principal With-Profit Plans.

2nd. Form No. 464, "Policy Number 5460."

3rd. Form No. 505, "Some Puzzlers."

Most of our agents are having forwarded to them copies of the "Proceedings of the Insurance Institute of Toronto, 1904-5." There are some articles in this volume deserving of careful reading. We direct attention in particular to the paper on page 89 by Mr. Papps, "The Analysis of Life Office Accounts," and that on page 157, "Life Assurance Advertising," by Mr. McMaster. In the latter paper the most important reading for a field worker is on pages 164 and 165 under the headings, "Company Literature" and "Its Use." While we are on the subject of Company Literature there are two or three points that might well be emphasized :

First: Never "swamp" a man with literature. Send him only a few *well chosen* pamphlets at a time. Note the italics. Agents have been known to mail a prospect a miscellaneous collection of cards, folders, leaflets, etc., embracing every subject in the insurance realm from "Young Man's Investment Policy" to "Of Interest to Women." Select your canvassing literature carefully, having due regard to the age, sex, financial standing etc., of the prospect. Don't confuse a prospect with different plans of insurance ; for example, by sending an estimate slip on the 25-Payment Life Plan along with the Company's pamphlet on the "Guaranteed Security Endowment Policy."

Second : If there are particular sentences or paragraphs that you desire the prospect to read with extra care mark them neatly with red ink or blue pencil.

Third : Remember that not one application in 10,000 is closed *solely* by the use of canvassing literature. *You must follow up your letters by a personal interview.* If you fail in this some other agent will happen along and reap the harvest where you have sown the seed.

Fourth : Whatever you do, **don't** order a large supply of any pamphlet from Head Office, and then neglect to make any use of it.



## New Appointments.

The following is a list of the recruits who have recently joined the ranks of the Imperial Life. May these gentlemen share the success already experienced by most of our other representatives—a success that awaits every Imperialite who is willing to contribute by **solid, honest, persevering** work to the interests of a good Company :—

H. E. O'Dell, Farnham, Que.	H. McKerracher, Paisley, Ont.
Thos. Capell, Windsor, Ont.	W. Grieve, Stratford, Ont.
David Thompson, St. Catharines, Ont.	E. H. Williams, Winnipeg, Man.
R. F. Blair, Winchester, Ont.	W. Goodger, Woodstock, Ont.
B. M. Andrade, Spanish Town, Jamaica	S. H. Christie, Bracebridge, Ont.
E. Knechtel, Stratford, Ont.	E. W. Williams, Brandon, Man.
J. Francis, Cannington, Ont.	J. F. Gilmour, Ottawa, Ont.
J. Watson, Elora, Ont.	G. W. Ryckman, Didsbury, Alta.

## Honor Roll "A" for November.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
Beaudoin & Champagne, Montreal.	\$19,000	1	\$690.05	1	2
James Coxford, Pembroke, Ont. . . . .	15,000	2	604.25	2	1
S. F. Flatt, Fort William, Ont. . . . .	14,500	3	556.65	4	4
W. A. Gibson, St. John, N.B. . . . .	13,000	4	378.40	8	3
A. W. Ross, Winnipeg, Man. . . . .	11,500	5	451.00	6	9
C. A. Crysdale, Winnipeg, Man. . . . .	11,500	5	371.30	9	6
Robert Hall, Brandon, Man. . . . .	11,000	7	320.00	11	5
W. M. Rowat, Ottawa, Ont. . . . .	10,000	8	574.70	3	2
J. A. Benjamin, Pt. Maria, Jamaica..	10,000	8	491.70	5	1
A. McN. Shaw, Montreal, P.Q. . . . .	10,000	8	413.50	7	3
C. M. Turner, Calgary, Alta. . . . .	9,500	11	356.45	10	8
J. F. Best, Brandon, Man. . . . .	8,250	12	254.40	17	5

J. C. Gass, Halifax, N.S. ....	8,000	13	285.45	13	10
J. H. Macabe, Toronto, Ont. ....	8,000	13	268.45	15	8
F. B. McRae, Charlottetown, P.E.I..	7,500	15	198.25	19	1
Dr. D. Lowrey, Toronto, Ont. ....	7,000	16	292.55	12	11
A. C. Belle Isle, Campbellton, N.B..	7,000	16	162.30	26	8
Joseph St. Julien, Rigaud, Que. ...	6,500	18	192.45	20	2
W. G. Moore, Vancouver, B.C. ....	6,000	19	281.70	14	3
J. F. Gilmour, Ottawa, Ont. ....	6,000	19	259.90	16	1
A. A. Bartlett, Charlottetown, P.E.I.	6,000	19	216.60	18	1
F. B. Springer, Vancouver, B.C. ....	6,000	19	157.10	27	11
Israel Taylor, London, Ont. ....	5,000	23	191.90	21	11
J. B. Cooke, Kingston, Ont. ....	5,000	23	184.90	22	7
G. B. Wolhaupter, Wolfville, N.S. ...	5,000	23	180.25	23	1
J. W. Mercer, Bay Roberts, Nfld. ...	5,000	23	176.70	24	1
John Cawley, Brockville, Ont. ....	5,000	23	165.80	25	4
N. St. Julien, Rigaud, Que. ....	5,000	23	153.50	28	5
J. J. Gardiner, Cornwall, Ont. ....	5,000	23	152.10	29	7
W. H. W. Daly, Winnipeg, Man. ...	5,000	23	138.60	30	4

### Honor Roll " B " for November.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
H. McKerracher, Paisley, Ont. ....	\$12,000	1	\$375.35	2	2
Manton & Hart, Kingston, Jamaica..	11,000	2	939.00	1	4
J. E. Mayers, Bridgetown, Barbadoes	5,000	3	204.40	3	7
J. McGeer, Vancouver, B.C. ....	5,000	3	118.25	5	2
L. A. E. Webb, Brandon, Man. ....	4,250	5	127.40	4	1
A. Gowler, Grenfell, Sask. ....	4,000	6	117.80	6	1
J. K. Pickett, Toronto, Ont. ....	3,000	7	114.70	7	2
W. G. Reburn, Toronto, Ont. ....	3,000	7	113.20	8	5
J. Watson, Elora, Ont. ....	3,000	7	105.80	9	1
E. H. Grose, Carberry, Man. ....	3,000	7	89.90	10	2
W. D. Mills, Durham, Ont. ....	3,000	7	83.05	11	1

### Leaders of Honor Roll " A " for 1905.

January.....	Dr. D. Lowrey, Toronto, Ont. ....	\$58,500
February.....	J. W. Ney, West Indies .....	20,500
March.....	A. H. Fair, Toronto, Ont. ....	25,000

April .....	J. W. Ney, West Indies .....	31,500
May .....	W. H. Seymour, Hamilton, Ont .....	27,000
June .....	A. W. Ross, Portage la Prairie, Man. ....	15,000
July .....	J. C. Gass, Halifax, N.S. ....	23,000
August .....	F. B. Springer, Vancouver, B.C. ....	13,000
September .....	F. M. Slade, Quebec, Que. ....	13,000
October .....	Dr. D. Lowrey, Toronto, Ont. ....	26,500
November .....	Beaudoin & Champagne, Montreal, P.Q. ....	19,000

### **Leaders of Honor Roll "B" for 1905.**

January .....	J. B. Waddell, Carleton Place, Ont. ....	\$20,000
February .....	W. G. Morrow, Peterboro', Ont. ....	8,000
March .....	P. Dumoret & Co., Trinidad .....	23,000
April .....	C. A. Bourne, Vancouver, B.C. ....	6,500
May .....	P. Dumoret & Co., Trinidad .....	8,500
June .....	J. A. Benjamin, Jamaica .....	10,000
July .....	Manton & Hart, Jamaica .....	9,500
August .....	W. G. Reburn, Toronto, Ont. ....	10,000
September .....	P. Dumoret & Co., Trinidad .....	8,500
October .....	H. McKerracher, Paisley, Ont. ....	8,000
November .....	H. McKerracher, Paisley, Ont. ....	12,000

### **Standing of Agencies, December, 1905.**

1. Montreal	12. Calgary	23. Edmonton
2. Ottawa	Newfoundland	Port Hope
3. Winnipeg	Brandon	Hamilton
4. West Indies	15. Toronto City	Home Office
5. Guelph	Orillia	27. Toronto K.
6. Vancouver	17. Toronto L.	28. Victoria
7. Head Office	Stratford	29. Peterboro' County
8. Halifax	19. St. Catharines	Bracebridge
9. St. John	London	Belleville
10. Ft. William	Kingston	Regina
11. Charlottetown, P.E.I.	Brockville	



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 1

Published by the Imperial Life Assurance Co'y of Canada

(1-1-06)

## THE NEW YEAR

With to-day begins the New Year, Nineteen Hundred and Six. Make it a New Year in the literal sense of the words. No matter what fortune was yours in 1905, resolve now to do better in 1906. Resolve to write more new business, to write better business, to allow fewer lapses, to accomplish more revivals than ever before.

Above all, resolve to work harder this year than last. Some of you did good work in 1905, and we are aware of that fact and appreciate it. But yet there is room for improvement. The hardest worker in the Imperial's ranks will be the first to admit that he did not do as much as he might have done. Let all of us make the same admission frankly. We accomplished much in 1905, we will accomplish more in 1906, and the way to accomplish more is by persevering, undaunted, resolute work.

## A Prudent Provision.

November 27th, 1905.

Mr. T. Bradshaw,

Secretary,

*The Imperial Life.*

DEAR SIR,—It is with regret that I inform you that I have been notified of the death, from typhoid fever, of Thomas V. Davis, insured in our Company under Policy No. 10221. I was advised that the death occurred at the Toronto General Hospital on Saturday, the 25th inst., at 4 p.m.

I might add that Mr. Davis being the support of a widowed mother, became alive to the fact that he should carry insurance for her benefit, and without any solicitation on my part, requested me to call on him, which I did and secured his application. I mention this fact, as it is a rare occurrence that a young man of this age attaches sufficient importance to life insurance to seek it.

Yours very truly,

W. E. KERR,

Special Agent.

[On the above \$1,000 policy, only 6 half-yearly premiums of \$14.85 each had been paid when policy became a claim. This, surely, was money well spent.]

## “Prompt and Business-like.”

TORONTO, 13th December, 1905.

John H. Macabe, Esq.,

Agent Imperial Life of Canada,  
Toronto.

DEAR SIR,—Please accept my sincere thanks for the cheque handed to me for \$1,000, the assurance on my late son, Joseph P. Callaghan, under Policy No. 4526.

Within 24 hours of the filing of the Claim papers the Cheque was paid. The promptness and business-like principles of your Company must recommend it strongly to the public, and place it in the foremost ranks of Companies doing Assurance business in this country. I wish your Company every success.

Yours truly,

T. F. CALLAGHAN.

## Re Advertising.

The attention of our representatives is directed to the following rules upon the above subject:—

(1) Agents must not contract for or authorize the insertion of the Company's advertisement in any newspaper, magazine, directory, catalogue or other advertising medium, **unless so authorized by one of the Company's officers.** See Section 1 of Agent's Contract, which stipulates that “the agent shall have no authority on behalf of the Company to incur any liability or debt.”

(2) The copy for every advertisement or reading notice must be furnished by the Head Office, or submitted to the Head Office for approval before insertion. Agents are expressly prohibited from supplying advertising copy to newspapers, etc., unless previously approved by an officer of the Company. (See Section 86 of Manual of Rules and Instructions.)

(3) A copy of every advertisement, reading notice, etc., containing the Company's name, when printed, must be forwarded to Head Office.

## Some Large Policies.

The closing weeks of the old year were rendered noteworthy by the receipt of an unusual number of large applications, a synopsis of which may be interesting to our representatives.

In the last issue of the AGENTS' NEWS we printed an article on "Partnership Insurance." As if to emphasize the possibilities that exist in this branch of the business, we received soon after an application for \$25,000, on the lives of Messrs. E. V. Tillson and G. W. Tillson, millers of Tillsonburg, Ontario. The plan was Ordinary Joint Life, without profits, and it is worth remarking that we received Cash Settlement for the first premium of **\$1,157.50**.

About the same time Mr. J. S. Wallace sent us from the Winnipeg Office a \$75,000 application on the life of Mr. Daniel Hamilton, of Neepawa, Man., carrying a premium of \$2,028.75. This too was on the Ordinary Life Non-Participating. Again the settlement was **Cash**.

A few days after, Mr. W. H. Seymour, District Manager at Hamilton, dropped into the Home Office and produced from an inside pocket applications for \$60,000. Of this \$50,000 was on the life of Mr. George Glendinning, Mine-owner, of Cobalt, Ontario, Plan 20-Payment Life, with profits, annual premium **\$1,627.50**.

No more striking tribute could be paid to the standing of this Company than the fact that wealthy and successful business men like the above should place their assurance with the Imperial Life in preference to a score of other strong and progressive life assurance companies.

## A Change in the Home Office Staff.

It is with regret that we announce the severance by Mr. J. B. Hall, A.I.A., of his connection with this Company. Mr. Hall has been with the Imperial Life for six years past, doing valuable service, first with the Actuarial Department, and for the last two years as Head of the Policy Department. He now leaves the Imperial to accept an important position with the Dominion Life, Waterloo. The knowledge of life assurance in all its phases, practical and theoretical, gained by Mr. Hall during his association with our Company, renders him well qualified to discharge the responsible duties that he is now undertaking, and we predict for him a most successful career. He leaves the Imperial Life, accompanied by the good wishes of every member of the staff.

## Newly Appointed Agents.

A. W. Parker, Toronto, Ont.  
E. P. Holms, Calgary, Alta.  
W. J. Ritchie, Vancouver, B.C.

A. N. Stinson, Cayley, Alta.  
Robt. Peirce, Brantford, Ont.  
W. J. Southern, Fredericton, N.B.



HEAD OFFICE, December 30th, 1905.

Realizing that our representatives will be desirous of knowing the results of the year's operations, at the earliest possible moment, we have made up to this evening the approximate following statement and comparisons :—

	1904.	1905.	Increase.
Applications received.....	\$ 4,580,000.00	\$ 5,042,649.00	\$ 462,649.00
New Policies issued.....	4,205,642.00	4,536,229.00	330,587.00
Net Cash Premium Income .....	597,418.87	680,798.00	83,379.13
Cash Interest Income.....	79,466.38	123,655.00	44,121.62
Total Cash Income.....	696,885.25	804,453.00	107,500.75
Total Assets.....	2,404,940.57	2,828,534.43	423,593.86
Insurance in Force .....	17,672,050.00	19,673,414.00	2,001,364.00
Paid Policyholders and Beneficiaries....	83,829.05	112,431.47	28,402.42

The results justify us in congratulating most heartily our field staff as being perhaps the best associated with any life company. Such magnificent achievements could not have been accomplished if it had not been that practically every Imperialite was determined to make 1905 the Imperial's Record Year.

New business exceeding \$4,500,000 ; total assets surpassing \$2,828,000 ; aggregate assurance in force of \$19,673,414 ; net premium income, \$680,798, at the close of a period of eight years and three months, is a record unequalled by any other life office in Canada.

Below you will find our record, year by year, since our commencement. It is an unbroken record of success and one which redounds to the credit of an earnest and loyal field corps.

#### AN IMPERIAL RECORD—ONE WHICH HAS NEVER BEEN EQUALLED.

DEC. 31ST	NET PREMIUM INCOME	INTEREST, DIVIDENDS, ETC.	TOTAL CASH INCOME	ASSETS	INSURANCE IN FORCE
1897.	\$32,059.83	\$ 5,356.26	\$ 37,416.09	\$ 336,217.89	\$ 1,185,725
1898.	154,946.77	12,464.11	167,410.88	677,061.71	4,169,125
1899.	296,617.08	24,906.12	321,523.20	930,443.28	7,134,625
1900.	258,883.40	35,968.64	294,852.04	1,102,092.24	9,226,350
1901.	308,030.25	52,159.70	360,180.95	1,344,127.61	10,524,731
1902.	409,277.13	71,952.01	481,229.14	1,660,777.19	13,384,119
1903.	493,781.37	83,385.17	577,166.54	2,013,888.47	15,408,442
1904.	597,418.87	99,466.38	696,885.25	2,404,940.57	17,672,050
1905.	680,798.00	123,655.00	804,386.00	2,828,534.43	19,673,414

May the Imperial's Future Record Even Excel that  
of the Present.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 2

Published by the Imperial Life Assurance Co'y of Canada

(15-1-06)

## JANUARY, 1906,

is half spent. Two weeks have already elapsed, two weeks more remain. Is this first month in the New Year going to be a worthy beginning of your 1906 record? In other words, have you begun work for 1906, or are you going to wait a while before getting to work? If you will take our advice, you will begin right now—at the very outset of the year—and make each month count. You know the old proverb,

**WELL BEGUN IS HALF DONE**

## **The Constant Aim**

of every loyal life agent, from year to year, should be not only to increase the amount of new business written but to improve the quality of the new business as well. In 1906, we hope to see a volume of insurance written by our agents which will eclipse—in amount if you can do it—but especially in quality, the record of any previous year. We want new business, and lots of it, for the interests of every policyholder demand that the Company shall be progressive and not stagnant. But more important than lots of business is good business.

*First* of all, the business should be good from a medical standpoint. There is no use canvassing a man for insurance when you know that he has been declined by another Company, or that his family history is poor, or that he is 40% overweight or underweight. The Imperial Life does not want that kind of risks and the agent who writes the business, knowing that it is poor, is liable to be charged with the medical fee, besides having wasted his time and efforts on a man who is uninsurable. There are plenty of healthy men in the world, and Canada has more than her share of them. Canvass the good lives and leave the others alone.

*Second.* The Imperial Life wants business that is good financially. When writing an application, get Cash Settlement if possible. It will be more satisfactory to the Company and to yourself. If you can't get cash settlement in full, secure part cash. A policy is ten times more likely to remain in force if something has been paid on it. Don't be too willing to accept a note. The settlement in most cases depends largely on the agent, and if the agent holds out for a cash payment, the chances are that he will get it. An applicant who can't pay anything on his policy at delivery, is more than likely to never pay anything on it.

*Third.* If you want to write a good line of business, you must canvass among the right class of prospects. Try to insure the "big" men in your district, the wealthy men, the influential men, the men who are well thought of in the community. Don't waste time chasing after every Tom, Dick and Harry if you have a fighting chance to secure an application from a bigger man. The latter, if you can close him, will pay his premiums and keep up his policy and prove a source of strength to yourself and the Imperial; while Tom will probably refuse to pay his note, and Dick will lapse at the first convenient opportunity, and Harry, who can't understand the policy, will say you misrepresented it. The experience of almost every successful agent has been that it pays to canvass the best class of prospects.

## **Inspection of Insurance.**

We have sent to our agents throughout Canada, a supply of a leaflet bearing the above heading, which should prove a very serviceable canvassing document. This leaflet is a reprint of a special report recently made by Mr. Fitzgerald, Superintendent of Insurance, to the Minister of Finance, and gives a very clear idea of the methods which are followed by the Insurance Depart-



ment in scrutinizing and checking the reports of the different Insurance companies. The person who takes the trouble to read carefully Mr. Fitzgerald's letter can hardly fail to be convinced that the annual Government inspection, which all Canadian Life Companies are required to undergo, is a thorough and reliable test of solvency and honest management.

If you are mailing this leaflet to prospects, there is one section of the report of the Superintendent of Insurance which is well worth marking with blue pencil, as it states in a nutshell the object which a good Insurance Inspection Department should aim at, and which our Canadian Department claims to have realized. The paragraph in question is found at the foot of page 7, and reads as follows :—

“In view of the large number of companies (110) to be visited in a limited space of time, and the large number of items to be checked, it is not contended that every error has been corrected, nor every irregularity found out. This would be an impossibility, even if a much larger staff than our own was employed in making the examinations. **We do contend, however, that no error or irregularity of any magnitude or consequence has been overlooked, and certainly none that has in any way affected the solvency of any company coming under the supervision of this department.**”

### **“Whatsoever a Man Soweth, that Shall He also Reap.”**

Sow a thought—Reap an act,  
Sow an act—Reap a habit,  
Sow a habit—Reap a character,  
Sow a character—Reap a destiny.

\* \* \* \* \*

Sow an interview—Reap an app.,  
Sow an app.—Reap a policy,  
Sow a policy—Reap a commission,  
Sow a commission—Reap an income.

### **Get New Applications from Old Policy Holders.**

One of the biggest fields of work for our agents, now that the Company's insurance in force has mounted up to nearly \$20,000,000., lies among our present policy-holders. These are men and women who know the value of life insurance, else they would not have taken it out in the first place. They know the Company's record and are satisfied with the treatment they have received from it, otherwise they would not be keeping up their policies. You may assume that they are good risks ; if otherwise they would never have been accepted by the Imperial Life. In the case of any policy-holder entered in your register, you know his age, his occupation, his residence, whether married or not, what plan of insurance he prefers—in short, you know everything about him necessary for making a canvas. At least one good opportunity offers itself every year when he comes to pay the premium on his old policy. Life insurance will be naturally in his thoughts on such an occasion ; why not nail him for another application ?

Of course he will say that he carries insurance already, but don't let that

stagger you ; you knew that before he told you. If it is true that practically every man *needs* insurance, it is equally true that 90% of those who carry insurance don't carry enough. Men earning, say \$2000 a year, half of which is needed to support their family, often think (or pretend to think) that \$5000 is a lot of insurance for them to carry. What utter nonsense ! \$5000 invested at 5% will only yield \$250 per year in place of the \$1000 which is needed. Or, \$5000 at 5% will yield an income of \$401.22 per year for 20 years only. And if \$5000 is little enough insurance protection, what about the multitudes of men who carry only a paltry \$1000? How far will \$1000 go towards replacing the loss of a wage-earner? These are questions that men ought to face, and it is the life agent's business to see that men *do* face them. Try some of the above arguments on the policy-holders who figure in your agency register, and see whether you cannot induce them to do business with the Imperial Life on a larger scale.

### Contributed by the Imperial's Poet Laureate.

My friend have you heard of the town of Yawn,  
On the banks of the River Slow,  
Where blooms the Waitawhile flower fair,  
Where the Sometime or other scents the air,  
And the soft Goeasys grow ?

It lies in the valley of Whatstheuse,  
In the Province of Letherslide ;  
That tired feeling is native there,  
It's the home of the listless Idontcare,  
Where the Putitoffs abide.

The Putitoffs smile when asked to insure,  
And say they will do it to-morrow,  
And so they delay from day unto day,  
Till death cycles up and takes them away,  
And their families beg, steal or borrow.

### Life Insurance as a Profession.

"I believe that any man of average ability, industry and strength of character can attain in the insurance business an eminently satisfactory position in life. The calling is one, above all others, that has the latchstring out for young men who are beginning life without special advantages, who are entering the battle—not in automobiles or carriages, or in push-carts with relatives or friends behind—but afoot."

The words quoted above were uttered by a man of wide experience in life insurance, and they are *true*. The life agent has a business which, in many ways, is unique in the splendid opportunities that it affords for men of ability and perseverance. It demands no special training, no long and costly college course. It requires no capital except industry and honesty. Most other

professions are overcrowded, but the life companies have always room for agents who are willing to *work*. The life insurance canvasser has no wires to pull, no combines to fight—his success depends absolutely and only on *himself*. Of him it is true, if it is true of any man, that he is the “architect of his own fortunes.”

Compare the position of a man entering upon the life insurance field with that of a doctor or a lawyer who has just started to practice his profession. The professional man has paid out a small fortune in fees, besides having spent six or seven of the best years of his life in studying for his profession. He is now qualified to earn money for himself, but must look forward to an uphill fight for many years yet, before he can hope to obtain any considerable return for the time and money spent upon his education. In a word, he must wait for clients to come to him—the insurance agent goes after his clients.

And what can be said of the life agent's field of work? *It is simply boundless*. Lord Strathcona recently prophesied that, at the close of the present century, Canada will possess a population of 80 millions, twice as large as that of Great Britain and Ireland. The Hon. G. W. Ross predicts that a not far distant census will record a population of 20 millions. Mr. Byron E. Walker avers that Canada is bound to become the industrial store-house of the world. These are daring prophecies, but their fulfillment will appear neither impossible nor improbable to the person who reflects how richly this country is endowed with fisheries, timber, coal, agricultural products and water powers. The next 20 years will undoubtedly see great progress made in the building up of a wealthy and populous Canadian nation, and the life agents who are on the spot during that period will reap the harvest.

Not only is the field widening from year to year on account of the increase in population, but also by reason of the gradual education of public sentiment in favour of life insurance. There are probably some thousands of men in this Dominion who have never yielded to the persuasive eloquence of the life insurance canvasser, but their number is steadily diminishing. The day is coming when a life policy will be regarded as indispensable—not optional; when every man with a family to protect or a business to secure will consider life insurance just as necessary as boots or collar-buttons; when people will meet their premiums as a matter of course, just as they pay their butcher bills and grocer bills. That day has not arrived yet, but it is steadily approaching. Life insurance *is* becoming popular. Any veteran agent will tell you that the public take a far deeper and more intelligent interest in insurance than they did twenty years ago. Public appreciation of life insurance has grown during the past, why should it not continue to grow?

Finally, our whole argument in one sentence is simply this: life insurance field work offers *great opportunities* for the men engaged in it; no business will participate to a greater extent in the future prosperity of this country; in no other calling is there a brighter outlook for men who are willing to *work and persevere*.



## Honor Roll "A" for December

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
J. S. Wallace, Winnipeg, Man. ....	\$80,000	1	\$2,192.75	1	8
W. H. Seymour, Hamilton, Ont. ....	61,000	2	2,063.00	2	5
Beaudoin & Champagne, Montreal..	23,000	3	1,141.35	3	3
W. Uglow, Montreal, Que. ....	20,000	4	839.50	4	2
C. M. Turner, Calgary, Alta. ....	18,500	5	726.95	5	9
Robert Hall, Brandon, Man. ....	16,000	6	526.35	8	6
W. E. Kerr, Toronto, Ont. ....	16,000	6	475.05	9	3
J. H. Macabe, Toronto, Ont. ....	15,500	8	634.25	6	9
C. A. Crysdale, Winnipeg, Man. ....	14,500	9	419.85	12	7
J. C. Gass, Halifax, N.S. ....	13,500	10	628.95	7	11
Dr. D. Lowrey, Toronto, Ont. ....	11,000	11	428.00	10	12
A. W. Ross, Portage la Prairie. ....	11,000	11	420.70	11	9
H. B. Andrews, Stratford, Ont. ....	10,000	13	261.70	17	8
F. B. Springer, Vancouver, B.C. ....	9,500	14	353.50	13	12
S. F. Flatt, Fort William, Ont. ....	9,000	15	268.20	16	5
John Cawley, Brockville, Ont. ....	8,500	16	286.70	15	5
Israel Taylor, London, Ont. ....	8,500	16	254.25	18	12
J. E. McCuaig, Ottawa, Ont. ....	8,000	18	315.30	14	4
J. F. Best, Brandon, Man. ....	7,000	19	253.40	19	6
F. B. McRae, Charlottetown, P.E.I..	7,000	19	179.40	24	2
E. Knechtel, Stratford, Ont. ....	6,500	21	179.95	23	1
W. H. W. Daly, Winnipeg, Man. ....	6,000	22	240.70	20	5
H. B. McBain, Peterboro, Ont. ....	6,000	22	198.50	22	4
W. A. Gibson, St. John, N.B. ....	5,500	24	237.35	21	4
A. Barnes, Bay Roberts, Nfld. ....	5,000	25	158.50	25	1

## Honor Roll "B" for December.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
R. E. Brett, Victoria, B.C. ....	\$8,500	1	\$196.30	1	3

## Leaders of Honor Roll "A" for 1905.

January.....	Dr. D. Lowrey, Toronto, Ont.....	\$58,500
February.....	J. W. Ney, West Indies .....	20,500
March.....	A. H. Fair, Toronto, Ont.....	25,000
April .....	J. W. Ney, West Indies .....	31,500
May.....	W. H. Seymour, Hamilton, Ont .....	27,000
June.....	A. W. Ross, Portage la Prairie, Man.....	15,000
July .....	J. C. Gass, Halifax, N.S.....	23,000
August .....	F. B. Springer, Vancouver, B.C.....	13,000
September .....	F. M. Slade, Quebec, Que.....	13,000
October.....	Dr. D. Lowrey, Toronto, Ont.....	26,500
November.....	Beaudoin & Champagne, Montreal, P.Q.....	19,000
December.....	J. S. Wallace, Winnipeg, Man.....	80,000

## Leaders of Honor Roll "B" for 1905.

January.....	J. B. Waddell, Carleton Place, Ont.....	\$20,000
February.....	W. G. Morrow, Peterboro', Ont.....	8,000
March.....	P. Dumoret & Co., Trinidad .....	23,000
April .....	C. A. Bourne, Vancouver, B.C.....	6,500
May.....	P. Dumoret & Co., Trinidad.....	8,500
June.....	J. A. Benjamin, Jamaica .....	10,000
July. ....	Manton & Hart, Jamaica .....	9,500
August .....	W. G. Reburn, Toronto, Ont.. .....	10,000
September.....	P. Dumoret & Co., Trinidad.....	8,500
October .....	H. McKerracher, Paisley, Ont.....	8,000
November .....	H. McKerracher, Paisley, Ont.....	12,000
December.....	R. E. Brett, Victoria, B.C.. .....	8,500

## Standing of Agencies, December, 1905.

1. Winnipeg	12. Toronto City	Peterboro' County
2. Hamilton	13. West Indies	23. Guelph
3. Montreal	14. Toronto L.	24. Orillia
4. Head Office	Newfoundland	25. Kingston
5. Ottawa	Ft. William	St. Catharines
6. Stratford	17. Victoria	27. Edmonton
7. Calgary	18. Brockville	Belleville
8. Halifax	London	Home Office
9. Vancouver	20. Charlottetown	30. Port Hope
10. Brandon	21. St. John	Regina
Toronto K.		

## Re the Honor Roll.

Take off your hats to Messrs. Lowrey, Springer and Taylor. All three completed 1905 without missing the Honor Roll in any month. And they were usually well up on the list too.

Mr. R. E. Brett is in a class by himself this month.

This is the first time, since the Honor Roll was started, that any agent has been on the Roll twelve months in any single year. In 1902, Mr. A. W. Ross, of Portage la Prairie had 11 times to his credit, Mr. A. S. Wickware, of Ottawa, next with 10 appearances. In 1903 Mr. Ross again scored 11 times, Mr. J. S. Wallace, of Winnipeg, second with 9. In 1904, Mr. J. C. Gass, of Halifax and Mr. J. J. Gardiner (then at Smith's Falls) both attained the Honor Roll 11 times, Dr. Lowrey closely following with 10 appearances. Last year we had three representatives who scored every month. May the number be larger in 1906!

Mr. J. C. Gass very nearly did the trick in 1905. This is the second time that he has been almost successful. We expect him to win on the third attempt, which according to the proverb is always lucky.

Honor Roll "B" might have been larger this month. It might also have been smaller, as the Optimist on the Head Office staff remarked.

### **Pointed Paragraphs**

When Alexander sighed for more worlds to conquer, he had no idea of the life insurance business.

The agent who is ever looking for a soft snap will be apt to come across many a hard spot and may fall upon one.

It is only in novels that men achieve fame and fortune in a day. In real life they must work hard and long for either of them.

Think before you act—always. But don't think too long before you act—ever.

If you haven't sufficient confidence in your own ability to branch out after business, do you expect other people are going to confide in you?

C.O.D. "Cash on Death," that is what a good life insurance policy always was, is, and always will prove to be.

Some agents waste half their wind in blowing a spark into flame and the other half in blowing it out.

The word "agent" is derived from a Latin word, which means to act, to stir, to hustle, and yet one sees men holding down office chairs every day who think they are agents.

When you hear that an insurance agent is "lucky," you may be certain that he is an industrious and zealous hustler.

Beware of *lapses*—lapses linguæ especially. Such are often impossible to reinstate.

Adversity is a great educator, true enough. But the man who leaves his family to be educated that way is inhuman.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 3

Published by the Imperial Life Assurance Co'y of Canada

(1-2-06)

## A WONDERFUL RECORD

In this number of the Agents News we print several comparisons which will be of interest to our representatives as showing the extraordinary progress which the Imperial Life has made during the eight years of its history. We have divided the different Canadian Life Companies into three classes. 1st. Those that are older than the Imperial Life, and which carry more than \$20,000,000 of business on their books; 2nd. Those that are older than the Imperial Life, but have not yet reached the \$20,000,000 mark; 3rd. Those companies which like the Imperial Life have come into existence during the last ten years.

It must be understood that these comparisons are not published with a view to belittling our competitors. In making the comparisons contained in this number our object is simply to draw attention to the unparalleled success of the Imperial Life—a success whose magnitude can hardly be realized, unless illustrated by some such method as that which we have adopted.

## A Wonderful Record.

(1) Only seven Canadian Companies have more than \$20,000,000 of insurance in force. All of these were in business years before the Imperial appeared upon the scene. In spite of the fact that the number of Canadian Companies in the field has almost doubled during the last ten years, and in spite of the increased competition resulting therefrom, the Imperial Life has nevertheless reached the \$20,000,000 mark in far shorter time than any other Canadian Company.

COMPANY.	Commenced Business.	Government Report for Year.	Insurance in Force at that Date.	Time required to write Approximately \$20,000,000.	
				Years.	Mos.
Canada Life .....	Aug. 1847	1879	\$19,061,000	32	4
Confederation .....	Oct. 1871	1890	19,312,000	19	2
Great West .....	Aug. 1892	1903	18,024,000	11	4
Mutual of Canada .....	In 1870	1895	19,312,000	25	..
North American .....	Jan. 1881	1897	18,946,000	16	11
Sun Life .....	May 1871	1891	19,437,000	20	7
*Manufacturers... } .....	Aug. 1877	1897	{ 19,128,000	22	0
*Temp. & General. } .....	Apr. 1886	1897			
Total for 7 Companies ....	.....	....	133,220,000	137	4
Average for each Company. ....	.....	....	19,031,428	19	7
<b>Imperial Life .....</b>	<b>Oct. 1897</b>	<b>1905</b>	<b>19,673,000</b>	<b>8</b>	<b>2</b>

\*These are now one Company, and we have therefore bracketed them together in the above statement. At December 31st, 1897, their amounts of insurance in force were respectively \$11,867,000 and \$7,261,000.

(2) These Companies are all older than the Imperial Life, but they have been overtaken and passed by this Company, as the following figures will show. The official returns of these Companies for 1905 are not yet available, so we have been obliged to make use of the figures given in the Government Blue Book, as at 31st Dec., 1904 :—

COMPANY.	Commenced business.	Government Report for Year.	Insurance in Force at that Date.	Duration at 31st Dec., 1904.	
				Years.	Mos.
Dominion Life .....	July 1889	1904	\$ 5,654,000	15	5
Excelsior Life .....	Oct. 1890	1904	7,643,000	14	2
Federal Life .....	June 1882	1904	16,048,000	22	6
Home Life .....	May 1892	1904	3,949,000	12	7
London Life .....	July 1874	1904	8,223,000	30	5
Northern Life .....	July 1896	1904	4,123,000	8	5
Royal Victoria .....	Sept. 1897	1904	4,204,000	7	3
<b>Imperial Life .....</b>	<b>Oct. 1897</b>	<b>1904</b>	<b>17,672,000</b>	<b>7</b>	<b>2</b>

(3) During the last ten years, seven Companies besides the Imperial have entered the Canadian life assurance field. It is a remarkable

fact that their combined results do not equal the record of the Imperial Life in any one of the items mentioned in the statement below.

COMPANY.	Commenced Business.	In Busines.		Assets.	Reserves.	Interest Income.	SURPLUS* Deficit†
		Yrs.	Mos.				
<i>At Dec. 31/04.</i>							
National Life ..	June 1899.	5	6	\$341,134	\$320,389	\$10,041	87,631†
Crown Life....	Sept. 1901.	3	4	165,085	151,627	2,789	93,234†
Continental Life	Nov. 1899.	5	2	379,056	269,342	12,402	68,873†
Sovereign Life.	Mar. 1903.	1	10	245,650	77,326	5,817	4,716*
Union Life ....	July 1902.	2	6	164,844	53,075	3,047	4,610*
Northern Life ..	July 1896.	8	6	485,083	311,326	20,323	40,093†
Royal Victoria .	Sept. 1897.	7	4	444,437	368,474	14,244	130,837†
Total. ....		34	2	\$2,225,289	\$1,551,559	\$68,663	411,342†
<i>At Dec. 31/05.</i>							
Imperial Life..	Oct. 1897	8	2	2,828,534	2,064,099	123,655	188,431*

\* † The figures marked (\*) denote Net Surplus over all liabilities. The figures marked (†) denote a deficit or impairment of capital. It will be noticed that only two of the seven companies besides the Imperial show a net surplus, while their aggregate impairment of capital amounts to \$411,342. The Imperial Life has never had a deficit, and its surplus at 31st Dec., 1905, was the largest in its history.

**“Did Not Think Much of Insurance as an Investment.”**

HAMILTON, Jan. 16th, 1906.  
T. Bradshaw, Esq., Sec’y The Imperial Life.

Re Policy No. 6280—D. W. Gunn.

You will remember that about two months ago the assured demanded the cash surrender value under the above policy, and a cheque was issued for the amount. It is with regret that I have learned that he died very suddenly with typhoid fever at St. Thomas during the Xmas holidays. This policy was taken out in October of 1901, and with difficulty I secured the payment of premiums due in 1903 and 1904, as the assured informed me that he did not think much of insurance as an investment. When he advised me recently of his intention of taking the cash surrender, I was hopeful of again securing the premium in view of past experience, but unfortunately he was determined about the surrender this time, although I wrote him several letters. His untimely death is particularly sad from the fact that he leaves a widow and babe. This is another evidence of the uncertainty of life, and illustrates how important it is to continue one’s insurance.

Yours very truly,  
W. H. SEYMOUR.  
District Manager.

**New Application Forms.**

It has been decided to divide the application form into two parts—Part 1 relating to the statements made by the applicant, and Part 2, relating to the medical examination.

Hereafter kindly follow out the instructions now given :—

(1) As soon as application for assurance has been made, and the applicant has signed Part 1, forward that Part immediately, direct to the



Head Office of the Company, or to the District or Provincial Manager, according as agents have been accustomed to transact their business direct with Head Office, or through District or Provincial Managers.

(2) Following the signing of the application, the agent will immediately communicate with the examining physician, making an appointment for the examination of the applicant, and leaving with the doctor a copy of Part 2, if the doctor has not a blank in his possession. The examining physician will, as soon as he has completed Part 2, despatch the same direct to the Head Office of the Company. The Company's examiners have been instructed that their reports are, in every case, to be regarded as confidential, and must under no circumstances pass through the agent's hands, or the hands of any other person.

(3) In the case of female applicants, it will no longer be necessary to fill out Supplementary Form 71 as formerly. Instead, the agent must complete "Part 1, continued," on the back of the application form, and have applicant sign the same.

(4) Destroy all of the old forms of application immediately on receipt of the supply of the new form, which is being forwarded to you. We have also supplied our examiners with copies of Part 2, and envelopes addressed to the Company in order that they may mail Part 2 direct to the Head Office.

Kindly give the Head Office your assistance in carrying out the new order of things, which has for its object an improvement in the medical selection of applicants.

Name six good reasons for insuring one's life. Ans.—"A wife and five children."

### **Private Friends' Reports.**

Some of our agents make good use of Private Friends' Reports—others don't. Some agents use them to secure introductions, to advertise themselves and their business ; other agents regards friends' reports as simply a waste of postage.

*First.* When you are filling out an application and come to question 7, don't write down the first name that comes to the applicant's mind. Stop a moment and explain to your client that he would be doing you a favour by naming as references two persons who not only know him intimately, but who also need insurance, could pay for it, and might perhaps be influenced by his example. In ninety-nine cases out of a hundred, your client will be quite willing to assist you in this indirect way, and will often take considerable pains in counting over his list of acquaintances in order to select two who might be willing to consider an insurance proposition.

*Second.* Usually the applicant will have no objections to giving you information regarding the friends whom he names as references. In such case, be sure to make enquiries regarding

- (a) Age.
- (b) Financial standing.
- (c) General health.
- (d) Any previous insurance?
- (e) Married or not?

*Third.* Don't mail the friends' report to the friend. Call yourself and have it filled out. You have written Mr. A's application; Mr. A has referred you to Mr. B for friend's report; you are anxious to have the transaction completed as soon as possible, and to save time have yourself called on Mr. B. with the form to be filled up by him—what could be more natural? The subject of insurance being already uppermost, what more natural than that you should ask Mr. B. whether he carries any himself, etc.?

*Fourth.* With the information previously obtained from A regarding B's age, financial standing, etc., you ought to be able to decide beforehand upon the plan and amount which should be canvassed. That is always an important matter. An agent's chances are increased fourfold if he can, without beating about the bush, go straight to the point and lay before his prospect at the outset the very proposition that is most likely to interest him.

*1051* *Lastly.* This method, if zealously followed up, will furnish the agent with an endless chain of prospects and secure him all the introductions he desires in the easiest and most natural manner possible. It enables him to make the most of his successes; to make one application the means of securing another. It affords him a good opportunity of approaching his prospects tactfully and intelligently instead of blundering upon them blindfold—a mistake that has spoiled the chances of many an agent. Try this system and see how it works. Many Imperialites have been employing it with success for years.

### "Grateful for the Advice."

LONDON, January 16th, 1906.

Israel Taylor, District Manager,

Imperial Life Assurance Co., London.

DEAR SIR,—I wish to acknowledge [with many thanks the receipt of your Company's cheque for one thousand dollars in full payment of policy on the life of my son, Charles, who died in Battleford hospital of typhoid fever on the 4th inst., at the early age of 22 years.

I am especially grateful for your advice to him only last July to take this insurance, never thinking that so soon afterwards his mother would receive such a substantial benefit on account of his death.

I also appreciate very much the prompt settlement of claim, the check being received within two days after claim papers were completed by me.

Sincerely yours,

SUSAN THOMPSON.

### A Good Contract to Canvass.

We carry a policy on our books, taken out in 1902 by a certain young man, premium at age 20. He has agreed to pay us in premiums, if he lives, \$1,471.50. In return the Company furnishes him insurance protection up to age 60, when it guarantees a Cash Surrender Value of \$2,019. That is, the assured has a guarantee of \$547.50 more than he pays in premiums, to say nothing of 40<sup>3</sup> years insurance protection **absolutely free.**

No, this is not an endowment policy. It is just an ordinary 15-Payment Life contract—exactly similar to numbers of other policies that we carry on our books—exactly the same policy that we are willing to issue to any person who can pay his premium and pass a satisfactory medical examination.

The annual premium at age 20 for \$3,000 on the 15-Payment Life Plan is \$98.10; aggregate premiums in 15 years \$1,471.50.

At the end of 15 years the Guaranteed Cash Surrender value is \$1,290.\*

"	"	20	"	"	"	"	"	1,413.*
"	"	22	"	"	"	"	"	1,464.*
"	"	25	"	"	"	"	"	1,551.*
"	"	30	"	"	"	"	"	1,698.*
"	"	35	"	"	"	"	"	1,857.*
"	"	40	"	"	"	"	"	2,019.*
"	"	45	"	"	"	"	"	2,178.*
"	"	50	"	"	"	"	"	2,331.*

etc.

etc.

After the 15th year, the assured has no more premiums to pay, but he continues to enjoy full protection of the policy which goes on increasing in value from year to year. Whenever he desires to discontinue the policy, he can do so by simply withdrawing the Cash Surrender Value. There are also the surplus earnings to be taken into account. For instance, if the Accumulative Surplus Period were 20 years, the assured would receive the first payment of surplus, estimated at \$615, at the end of 20 years; and every five years thereafter he would receive an additional allotment of profits.

Suppose the assured continues his policy until age 60, and then decides to surrender it. His account with the Company will stand as follows:

\$3,000 Insurance Protection for 40 years, worth . . . . . \$2,100.00

(This may be roughly based on the 10-year term rate at average age 40).

Surplus at end of 20 years, estimated . . . . . 615.00

(without considering further payments of surplus made every five years after completion of A.S.P.)

Cash Surrender Value at end of 40 years, guaranteed . . 2,019.00

Total Value of Benefit received . . . . . \$4,734.00

Compared with total premiums paid . . . . . 1,471.50

Gain to the Assured . . . . . 3,262.50

No one will deny that the above policy makes a remarkably good showing. Equally good results may be obtained on almost any 15 or 20-Payment Life policy, while the 5 and 10 Payment plans show up even better. The illustration given above suggests one of the strongest arguments in favor of a Limited Payment Life Policy—its remarkable flexibility. An endowment matures at a specified age—agreed upon 20, 25 or 30 years previously. It cannot be continued beyond that age, except by a special medical examination. On the other hand a Limited Payment Life policy may be continued as long as the assured desires—no further premiums to pay after the first 10, 15 or 20 years, as the case may be—the policy increasing in value each successive year—additional payments of surplus every five years after the expiry of the A.S. Period—and may finally be converted into an endowment at whatever age the assured may select by simply withdrawing the Cash Surrender Value.

\*See rate-book, pages 21-27, for explanation of the manner in which these cash surrender values are calculated. For instance, the value at the end of 22 years of a 15-Payment Life policy taken out at age 20 is obviously the same as the value of a paid-up life policy at age 42, and therefore the same as the value at the end of 20 years of a 15-Payment Life policy taken out at age 22; that is \$488 per M., or \$1,464 per \$3,000 policy. Similarly the value at the end of 40 years of a \$3,000 policy taken out at age 20 is the same as the value at the end of 20 years of a \$3,000 policy taken out at age 40, i.e. \$2,019.



## Big Things for 1906.

The Secretary wrote a few days ago to the Company's principal representatives all over the Dominion urging them to make an effort to have their names appear on the Honor Roll every month during the coming year. The replies received thus far are exceedingly encouraging and glow with a confidence and hopefulness that augur well for 1906. We reproduce below a few typical extracts from some of these letters :—

*W. J. Southern, Fredericton, N.B. :*

"I do not consider the request of the Company from each representative too high, and I trust to do even better than that. I have my work and districts mapped out, and it will be my endeavor to appear on the Honor Roll each month."

*Richard Marshall, Toronto :*

"It will be my aim for 1906 to have my name appear on the Honor Roll twelve times . . . . . I feel confident it will be there at least nine times, as prospects never seemed better in my experience in the insurance business."

*H. B. Andrews, District Manager, Stratford, Ont.*

Replying to your favor of the 15th regarding my aim for 1906, I beg to state that since the beginning of the year I have been thinking that with my much improved organization I would be able to secure from this district at least \$150,000 of accepted business.

*H. B. McBain, District Manager, Peterboro'.*

"Shall put forth my best efforts during the year to obtain acceptable applications for an amount of \$5,000 each month . . . . . As your representative, and also as a policyholder of the Imperial Life, I am very much pleased with the showing of the Imperial Life for 1905."

*John C. Gass, Provincial Manager, Halifax :*

"Am in hopes that my name shall appear on the Honor Roll each succeeding month. I am of the same opinion that it is not only well but necessary to have an aim, and our aim from this quarter is to excell or surpass any previous effort.

*E. Knechtel, Stratford, Ont. :*

"It is my aim to secure the necessary applications so as to have my name appear on the Honor Roll every month, and I will do my best to have it there."

*Israel Taylor, District Manager, London :*

"As I was fortunate enough to be on the Honor Roll each month during 1905, I certainly do not intend to go back on that record, as I consider it only a very moderate request on the part of the Company, which it should be the aim of every Imperialite to accomplish at least. You may rest assured that I am doing what I can to advance the interests of the Company every month of the year, and have the pleasure of feeling that I am not considered a "bore" in the community in which I live."

*Charles V. Calderwood, Atherley, Ont.*

"I think, with the outlook that is before us, I will be able to place \$60,000 of business with the Imperial Life in 1906.

*J. F. Best, District Agent, Brandon, Man. :*

"Any Imperial agent should complete the amount which you mention in

your letter if he is an insurance man at all. Am hoping to do a little more than that anyway, and feel sure I can do it."

*Joseph Lawson, District Manager, Guelph, Ont. :*

"I quite agree with you that it should be the object of every representative of the Imperial Life to have an aim before him.....I should, on the ground that I cover, be able to secure at least \$150,000."

*C. A. Crysedale, Winnipeg, Man. :*

"My pace has been set at \$4,000 a week for 1906, and while some weeks may be short, I expect to send in \$200,000 good business before January 1st, 1907. Have secured \$14,000 so far this month, some of which has been forwarded, and the remainder will go forward this week."

*R. E. Brett, Victoria, B.C. :*

"I feel safe in saying that the outlook here is better than it has been for the past few years, and the business I was able to produce in December is, I think, an evidence of that fact."

### **Agents' Work Appreciated**

"On motion of Mr. Baird, seconded by Mr. Moore, it was resolved that the thanks of the meeting be unanimously tendered to the Provincial Managers, Inspectors and Agents of the Company, for their efficient service for the year 1905."

The above quotation extracted from the minutes of the Company's annual meeting is here reproduced by special request for the purpose of laying stress upon the fact that the labors of our representatives are recognized and appreciated by the Directors and Officers of the Company. It would be difficult to find another life assurance company in Canada that can boast so loyal and able a band of field workers as the Imperial Life. Our Company has had an unparalleled career; its growth and expansions have never been rivalled by any Canadian Life Company in an equal period of time; for all this, the credit must be mainly attributed to the field staff.

The Head Office recognizes also that the life agent's path is not always strewn with roses. If it is true that life insurance soliciting offers magnificent opportunities for men of ability and character, it is equally true that there are many difficulties and real discouragements that life agents have frequently to encounter. Perhaps there was never a time when that fact was more painfully evident to some of our agents than during the last year. The disclosures that took place in 1905 of gross abuses in the monster U.S. Life Companies, had the natural effect of arousing among Canadians a feeling of distrust in regard to the Canadian Companies as well. The home companies were made to suffer for the sins of their competitors across the line, and many a Canadian agent has been disappointed in the hope of landing a good risk, by the scare editorials of some of our daily papers.

In spite of all these false alarms, in spite of an agitation which completely demoralized the insurance business in the United States and temporarily upset the calculations of the Canadian companies, the representatives of the Imperial Life not only equalled the record of the previous twelve months, but actually made 1905 the banner year in the Company's history. That is an achievement of which the Imperial Life is justly proud, and the thanks of every shareholder and policyholder of the Company are due to the field workers whose faithful and loyal efforts were responsible for such a result.



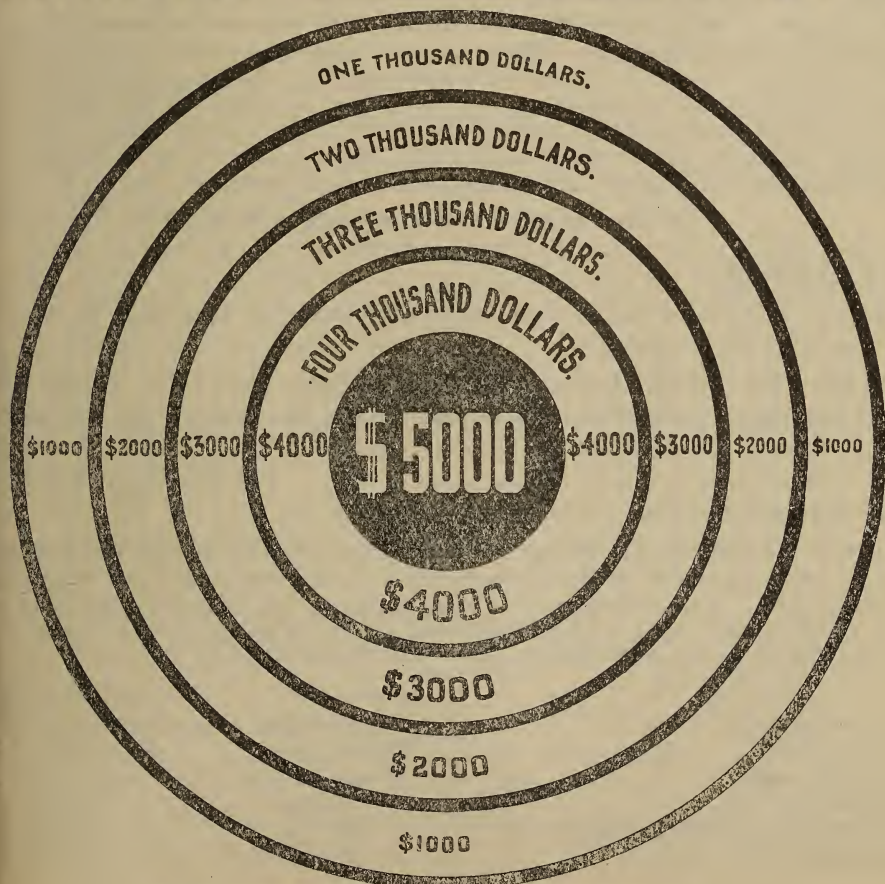
# THE IMPERIAL LIFE AGENTS' NEWS

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## AIM AT THE BULL'S-EYE



## EVERY MONTH



## Aim at the Bull's Eye.

At the rifle ranges when a marksman is shooting, he does not aim at the target. That seems a very odd statement to make, but it is true. A good shot never aims at the *target*; he aims at the *bull's-eye*. His object is not simply to plant a bullet somewhere inside of the big circle. The bull's eye is what he is aiming at, and he pulls no trigger until he has his sights in a line with that little spot in the centre of the ring. All the other circles fade out of the perspective of his mind's eye, and the one little spot looms up alone in his vision.

Two things are evident. The first is that the marksman is ten times more likely to hit the target if he aims at the bull's-eye. The second is that he is ten thousand times more likely to hit the bull's-eye, if he aims at the bull's-eye.

**NOW**—Every Imperialite wants to hit the target, that is, he wants to write business. And what we are trying to emphasize is the importance of *aiming definitely at the bull's-eye*, i.e. the Honor Roll, instead of blazing away at random. Too many agents lack an aim. They make up their minds in a general kind of way to write some business each month, but if they would definitely aim at making the Honor Roll, their records would be far better. And when we speak of an agent *aiming* at the Honor Roll, we don't mean aiming in a hopeless kind of way as a short-sighted man would fire at a 600-yard target. Aiming is a difficult matter. It requires perseverance, and patience and pains before the rifleman gets a good aim at the mark. And in the same way, no agent can be said to have *aimed* at the Honor Roll unless he has made a hopeful, deliberate, persevering effort to write his \$5,000 in four weeks. The man who starts out by saying "*I can't*" is very likely to end by saying "*I didn't*." If a man declares bravely and soberly "*I will*," the chances are that before long people will be saying of him, "*He did*."

**Where there's a will there's a way.**

## A Few Facts.

(1). The record of the Imperial Life has never been equalled in the history of Canadian life assurance.

(2). The Imperial Life was the 14th Canadian company to enter the life assurance field. In eight years and three months, it has overtaken and passed seven of its competitors, so that there are now only seven Canadian companies that have as large an amount of assurance in force. Their ages range from fourteen to fifty-nine years.

(3). During the last ten years, the Imperial Life and seven other life assurance companies have been incorporated. Two of them are older than the Imperial Life. The following is a comparison of the Imperial's standing as at 31st December, 1905, with the combined records of the seven other companies (using the latest figures available, viz.: 31st December, 1904.)

	Imperial Life	7 Companies combined
In business.....	8 years, 3 months	34 years, 2 months
Total Assets.....	\$2,828,534	\$2,225,289
Total Reserves.....	2,064,099	1,551,559
Interest Income.....	123,655	68,663
Net surplus over all liabilities.....	188,431	None
Impairment of Capital.....	None	411,342

(4). The Imperial Life is the only company organized during the last ten years that has paid profits to policyholders.

(5). According to the Act of Parliament which authorized the incorporation of the Imperial Life, ninety per cent. of the profits from participating policies belong to the policyholders. The Imperial thus combines the *strength* of a Stock Company with the *liberality* of a Mutual Company.

(6). Since ten per cent. of the profits from participating policies belong to the shareholders, it is manifestly to the interest of the shareholders to make the profits on participating policies as large as possible. They will naturally do all in their power to promote economy, prudent investment of funds, careful selection of risks, etc. Under a charter such as the Imperial's, the shareholders are the best guardians of the policyholders' interests.

(7). Economy of management increases policyholders' profits. The Imperial Life has placed the first \$20,000,000 of business on its books at a lower cost than any other Canadian life assurance company.

(8). A low death rate increases policyholders' profits. It is to the interest of every healthy individual to insure in a company that accepts only first-class lives. That the risks on the books of the Imperial Life have been carefully selected is evidenced by the fact that the Company's death loss during the last eight years has been only 50.2% of that which was to be expected according to standard tables of mortality.

(9). The Imperial Life issues "the ideal policy." It provides liberal Cash Surrender Values, Paid-up Assurance, Loan Values, Extended Term Assurance, one month's grace without interest, Automatic Non-Forfeiture, Instalment Privileges, etc.

(10). According to the last available record, the average rate of interest earned by Canadian Life Companies is 4.80%; by British Companies, 4.11%; by American Companies, 4.35%. The Imperial's rate in 1905 was 5.52%—an increase over any previous year.

(11). The interest earnings of the Imperial Life since its inception have amounted to over half-a-million dollars—a sum sufficient to cover all death claims, all matured endowments, all payments to annuitants, and leave besides a margin of over \$80,000.

(12). The Imperial Life bases its reserves on a  $3\frac{1}{2}\%$  interest rate. As the rate actually realized was over  $5\frac{1}{2}\%$ , the approximate surplus earned during 1905 *from this source alone* amounted to over 2% of the reserves.

The Reserves at 31st December, 1904, were..... \$1,768,706

The Reserves at 31st December, 1905, were..... 2,064,099

\$3,832,805

Average Reserve held during 1905 ..... 1,916,402

2% interest on above average reserve, being excess

interest surplus earned during 1905..... \$38,328

(13). The Imperial Life was the *first* Canadian life assurance company to place its reserves on a  $3\frac{1}{2}\%$  interest basis.

(14). Other companies must set aside large amounts out of surplus during the next few years in order to bring their reserves up to the Government Standard (3½%). It will no doubt be difficult for these companies to do this without diminishing policyholders' profits. The Imperial Life has always maintained a 3½% reserve, and consequently has no problems of this nature to wrestle with.

(15). The funds of the Imperial Life are all invested in securities handled and scrutinized by the Canadian Government Insurance Department. Most of its assets are invested in first mortgages on real estate in the Canadian North-West—an excellent class of investment—yielding a high rate of interest and backed up by unquestionable security. The Company's advances on real estate are always well considered and at 31st December, 1905, amounted to 40% of the appraised value of the property.

(16.) The reserves of the Imperial Life are approximately \$152,000 in excess of Government requirements.

(17). The net surplus of the Imperial Life is \$188,431.00. Added to the paid-up capital of \$450,000.00, this makes a total surplus on policyholders account of \$638,431.00.

(18.) The total security available for policyholders protection may be summarized as follows:

Reserves (Government Standard) . . . . .	\$1,912,099
Special Reserves . . . . .	152,000
Net Surplus . . . . .	188,431
Paid-up Capital . . . . .	450,000
Additional Subscribed Capital . . . . .	550,000

**Total Security for Policyholders' Protection . . \$3,252,530**

(19). The Imperial Life therefore affords to its policyholders security to the extent of \$3,252,530, whereas its liability to policyholders according to legal standards is only \$1,912,099. In other words the company provides security of over \$170 for every \$100 of liability to policyholders.

(20). The motto of the Imperial Life:—"First and Paramount, Absolute Security to Policyholders."

### **"Firmer Belief than Ever in Life Insurance."**

582 HURON ST., TORONTO, Feb. 5th, 1906.

*F. G. Cox, Esq., Managing Director,  
Imperial Life Assurance Co., Toronto.*

DEAR SIR,—I beg to acknowledge with sincere thanks receipt of your company's cheque in full payment of my claim under Policy No. 6543, on the life of my late husband, Allan Steckle. This policy was taken out about four years ago, and the total amount of the premiums paid thereon was only \$162.75. In future I will have a firmer belief than ever in the benefits of life insurance, and will take pleasure in recommending the Imperial Life whenever an opportunity offers.

Thanking you for the courtesy and promptitude shown by your Company in meeting this claim, I am,

Yours sincerely,

MAUDE E. STECKLE.



## From the Canadian Government Blue Books.

The Imperial Life is just publishing its 9th Annual Report (being for 8 years and 3 months). Let us compare its position with the standing of the other Canadian Companies at the same stage in their histories.

### STANDING OF CANADIAN COMPANIES AT DATE OF THEIR 9TH ANNUAL REPORT

Company	Commenced Business in	Report for Year	Total Income	Insurance in Force	Assets	Reserves	SURPLUS* Deficit \$	Reserve Basis
Canada Life ...	1847	1877†	\$674,604	\$16,413,043	\$2,957,837	\$2,537,305	\$157,638*	4½% & 5%
Sun Life. ....	1871	1879	123,973	3,632,783	397,777	292,050	27,234*	4½%
Great-West ....	1892	1900	402,330	11,845,569	948,803	780,770	46,241*	4%
Mutual Life....	1870	1878	59,278	1,885,312	142,619	110,721	29,150*	4%
North American	1881	1889	291,741	9,068,862	816,710	677,370	71,365*	4½%
Confederation..	1871	1879	183,675	6,051,732	564,451	394,225	106,361*	4½%
Manufacturers..	1887	1895	363,695	10,645,021	1,012,560	794,618	67,120*	4½%
Dominion.....	1889	1897	82,207	2,649,873	292,610	209,139	17,278*	4½% & 4%
Excelsior .....	1890	1898	116,940	3,183,963	282,623	220,901	5,546*	4½% & 4%
Federal.....	1882	1890	245,565	11,026,587	207,762	123,661	2,721\$	4½%
Home Life.....	1892	1900	250,821	2,382,000	285,306	176,685	22,506\$	3½%
London Life....	1874	1885‡	35,180	1,162,527	156,161	117,247	3,583*	4½%
Imperial Life.	1897	1905	804,453	19,672,664	2,828,533	2,064,099	188,431*	3½%

† This is the 31st Annual Report. The figures for earlier years are not available.

‡ This is the 12th Annual Report. The figures for earlier years are not available.

\* The figures marked (\*) denote Net Surplus over all liabilities.

\$ The figures marked (\$) denote a deficit or impairment of Capital.

Note that almost without exception, the above Companies at the date of 9th annual report based their reserves on a far less stringent basis than the Imperial Life. If their reserves had been based on a 3½% interest rate, their liabilities would have been much larger and their surplus would have been correspondingly decreased or—in many cases—converted into a deficit. If the Imperial Life calculated its reserves according to the Government Standard, its reserves would be about \$152,000 less than at present, and its net surplus, in consequence, would be \$152,000 larger. The Imperial Life has, therefore, according to legal standards, a Net Surplus of approximately \$340,431. (\$152,000 plus \$188,431).

### Our Policy Contract.

Do our representatives lay enough emphasis, when canvassing, on the strong points of our policy contract? It is now over two years since the new form of policy was introduced. At that time our agents everywhere were enthusiastic in their expressions of approval. The question is whether in the intervening two years some of our representatives have not lost sight of the "Ideal Policy" to a large extent, and whether they are making full use of what is *one of the most powerful canvassing arguments* at their command.

There are only one or two companies in Canada whose policies can compare with those of the Imperial Life in the two cardinal features of Liberality and Simplicity. No Company issues a policy superior to it. The majority of companies cannot compete with it for a moment. For instance, the Imperial's policy is *indisputable* after one year, except in case of fraud.

Some companies have no "indisputability" clause, and many others do not give the clause effect till after two years. The Imperial allows *one month's grace without interest*; many companies charge interest, and one company gives no grace at all except on special policies. The Imperial's policy imposes *no restrictions* on residence or occupation, and allows *military service* in defence of Canada without extra premium. The policies of some companies are voided by certain changes of occupation or residence, and military service is forbidden except subject to a special extra premium. The Imperial's contract provides for both *Extended Insurance* and *Automatic Non-Forfeiture* privileges; many companies' policies omit one or both of these provisions. The *Instalment Privileges* of the Imperial's policy do not appear in the contracts of many Companies. We could cite other examples of the all-round superiority of the Imperial's policy, but the above will suffice to show that Imperialites have here an argument in their favor, which can almost always be employed with good effect. It behooves the representatives of this Company to make themselves *thoroughly familiar* with their policy contract, and it is almost equally important that they should familiarize themselves with the policies of other companies, taking note of their weak and also their strong points.

Another thing—the Head Office is always willing to furnish sample policies to agents who will make a reasonable use of them. It is frequently an advantage to be able to show a prospect a sample policy on the same plan as that for which you are canvassing him. A veteran agent gives this as one of the lessons learned from a long experience, "*Always show the policy.*" If you need a couple of sample policies to carry around with you, write to the Head Office, stating the plan, age and amount for which you wish the samples to be made out.

### **Pointed Paragraphs.**

The man who does things makes mistakes, but he never makes the biggest mistake of all—doing nothing.

The laborer who works to get higher is the laborer who is worthy of his hire.

When you think your are tired, go to work. It will rest you.

When an agent coaxes back into the fold a man who has lapsed, it is a very re-assuring sign.

Hope you have the grip—on business. If you have, call a physician—to examine your applicants—and keep him busy.

The agent who recently boasted that he had refused a \$25,000 application probably prevaricated. But there are plenty of agents who never accepted a \$25,000 application, and probably never will.

Have no fear of getting "writers' cramp" from filling in applications. Take all the risks you can.

The agent who, when he has a chance at a prospect, occupies his moments talking anything but business is an elaborate waster of time.

If you are called a crank because you believe in life insurance, it is simply another proof that a crank is generally a very intelligent man upon some favorite topic.

Uneasy lies the agent's head who fears his prospect's frown.

If you have clues as to the whereabouts of an uninsured man, you are a poor detective if you don't follow them up.

Be cheery in your manner when among men. Long faces make long delays in closing applications. You cannot kindle much of a fire with a chunk of ice.

It is not necessary for you to speak at the top of your voice because you speak from the bottom of your heart.

### A Cause for Anxiety.

NIP—My wife worried all last week for fear I should die.

TUCK—Were you very sick?

NIP—No, but my life insurance policy ran out, and it was several days before I got it renewed.

### Honor Roll "A" for January.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.
Dr. D. Lowrey, Toronto, Ont. ....	\$33,500	1	\$1,041.70	1
J. A. Robinson, St. Johns, Nfld. ....	25,000	2	859.50	2
C. M. Turner, Calgary, Alta. ....	23,000	3	704.25	3
W. E. Kerr, Toronto, Ont. ....	12,000	4	460.80	6
W. H. Seymour, Hamilton, Ont. ....	12,000	4	378.85	7
C. A. Crysdale, Winnipeg, Man. ....	12,000	4	350.10	9
H. B. McBain, Peterboro', Ont. ....	11,000	7	497.90	5
Beaudoin & Champagne, Montreal. ....	8,000	8	375.00	8
A. W. Ross, Winnipeg, Man. ....	8,000	8	290.35	11
G. H. Gillespie, Kingston, Ont. ....	6,500	10	171.85	18
I. Taylor, London, Ont. ....	6,000	11	216.65	15
J. F. Best, Brandon, Man. ....	6,000	11	186.20	17
H. L. Grant, Woodstock, N.B. ....	5,300	13	531.75	4
Robert Hall, Brandon, Man. ....	5,000	13	293.50	10
J. A. Benjamin, Jamaica, B.W.I. ....	5,000	13	269.80	12
J. J. Gardiner, Cornwall, Ont. ....	5,000	13	233.85	13
A. LeRay, Montreal, Que. ....	5,000	13	217.00	14
J. C. Gass, Halifax, N.S. ....	5,000	13	198.55	16
A. W. Parker, Toronto, Ont. ....	5,000	13	167.60	19
R. R. Garvin, Smith's Falls, Ont. ....	5,000	13	153.25	20
F. B. Springer, Vancouver, B.C. ....	5,000	13	133.60	21
J. E. McCuaig, Ottawa, Ont. ....	5,000	13	98.75	22



## Honor Roll "B" for January.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.
R. E. Brett, Victoria, B.C.....	\$7,500	1	\$272.65	1
R. W. Day, Edmonton, Alta .....	5,000	2	176.80	2
H. V. Fieldhouse, Neepawa, Man.....	3,500	3	74.55	3

## Standing of the Agencies for January, 1906.

1. Toronto L.	11. Head Office	21. Trinidad
2. Winnipeg	12. Halifax	22. Edmonton
3. Newfoundland	13. Orillia	23. Grenada
4. Montreal	14. Victoria	24. Toronto City
5. Calgary	15. Kingston	25. Hagersville
6. Ottawa	16. Vancouver	26. Regina
7. St. John	17. Jamaica	27. Petrolia
8. Toronto K	18. London	28. Charlottetown
9. Hamilton	19. Stratford	29. Guelph
10. Peterboro' County	20. Brandon	30. Nelson

## Re the Honor Roll.

**Dr. Lowrey** again "goes up head." January is apparently the Doctor's lucky month. He was the leader on the Honor Roll in January, 1903, in January, 1904, in January, 1905, and now January, 1906.

The "Big Three," **Lowrey, Springer** and **Taylor**, who made the Honor Roll twelve times in 1905, are again to the fore.

**Mr. C. M. Turner**, of Calgary, is beginning the year in good style. We expect to see him do big things this year.

Newfoundland sent in some excellent business in January, and as a consequence **Mr. J. A. Robinson's** name stands second on the list.

We are pleased to see **Mr. J. A. Benjamin's** name on the Honor Roll again. Mr. Benjamin has been having a run of "hard luck" of late, in consequence of the Insurance Committee being unable to see eye to eye with him in several cases. However, "it's a long lane that knows no turning," and we hope that Mr. Benjamin's luck has now changed permanently for the better.

Twenty-two names on Honor Roll "A" for January. How many of these same names are going to appear in February and March, and each succeeding month of the year? We venture to say, from our knowledge of the records of these twenty-two men, that there is not one of them who should not make the Honor Roll *every month*. You are all *able* to do it, gentlemen. *Will* you do it?

## Wanted

An errand boy's position by a youth whose father took out a policy to provide for his son's education, but allowed it to lapse and died without insurance.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 5

Published by the Imperial Life Assurance Co'y of Canada

(15-3-06)

## PROMINENT POLICYHOLDERS

This special issue of the Agents' News has been printed with the object of furnishing our representatives with a list of some of the principal policyholders of the Imperial Life. For the sake of brevity we have included in our list only those persons who carry \$5,000 or upwards with the Company. Accordingly, it has been necessary to omit the names of many persons whose prominence in the business and professional world would justify us in ranking them among our "prominent policyholders," but who carry less than \$5,000 with this Company.

The list is nevertheless a representative one, well calculated to give satisfaction to every agent and policyholder of the Company. It contains the names of leading men in every walk of life—manufacturers, clergymen, merchants, farmers, professional men and politicians. There are representatives from every district in which the Company does business. The fact that the Imperial Life, commencing business in October, 1897, should in so short a space of time have attracted to its ranks so many persons of prominence, speaks volumes for the confidence which is universally reposed in this Company and its future.

## List of Prominent Policyholders.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Abrahams, L. J.	Mining Engineer	London, Eng.	\$5,000
Ackerman, C. H.	Student	Peterborough, Ont.	5,000
Acton, J.	Publisher	Toronto, Ont.	10,000
Adamson, Ed.	Govt. Grain Inspector	Toronto, Ont.	5,000
Ahearn, Thos.	Pres. Ottawa Elec. Ry. Co.	Ottawa, Ont.	30,000
Allan, J. R.	Advertising Solicitor	Hamilton, Ont.	5,000
Ames, A. E.	Banker and Broker	Toronto, Ont.	50,000
Anderson, H. B.	Physician	Toronto, Ont.	5,000
Anderson, J. H.	Financial Agent	Winnipeg, Man.	40,000
Archer, D.	Physician	Port Perry, Ont.	5,000
Ashbourne, W.	General Merchant	Twillingate, Nfld.	30,000
Austin, W.	Salesman	Haileybury, Ont.	5,000
Aylen, W. W.	Physician	St. Andrew's East, Q.	5,000
Baillargeon, J. B.	Master Carter	Montreal, Que.	5,000
Baillie, F. W.	Broker	Toronto, Ont.	15,000
Bain, E. A. M.	Commercial Traveller	Brandon, Man.	5,000
Baker, T. W.	Lumber Merchant	London, Ont.	10,000
Balfour, H. J.	Broker	Hamilton, Ont.	10,000
Ball, C. L.	Clergyman	Halifax, N.S.	5,000
Bannister, H.	Civil Engineer	Toronto, Ont.	5,000
Barber, R. R.	Manager	Georgetown, Ont.	5,000
Barclay, L. T.	Barrister at Law	Whitby, Ont.	5,000
Barras, J. D. E.	Dentist	Levis, Que.	5,000
Barron, H. W.	Liquor Merchant	Toronto, Ont.	5,000
Barry, W. H.	Student	Niagara Falls, Ont.	5,000
Bartlett, C. C.	Agent	Montreal, Que.	10,000
Barwell, R. C.	Farmer	Chilliwack, B.C.	5,000
Bauer, A.	Manufacturer	Waterloo, Ont.	5,000
Baumfelder, W.	Student	Dresden, Germany	5,000
Beardmore, W. D.	Wholesale Merchant	Toronto, Ont.	10,000
Beattie, John	Wholesale Merchant	Montreal, Que.	5,000
Beck, H. H.	Mgr. Manitoba Assee. Co.	Winnipeg, Man.	5,000
Bell, Thomas	Furniture Manufacturer	Wingham, Ont.	10,000
Bell, Wm. C.	Commercial Traveller	Toronto, Ont.	5,000
Belleau, L. J.	Merchant	Levis, Que.	14,000
Bennett, F. C.	Barrister	Hamiota, Man.	5,000
Benson, E. D.	Building Contractor	Calgary, Alta.	5,000
Bertram, H.	Manufacturer	Dundas, Ont.	5,000
Bertram, M.	Pres. Lumber Co.	Toronto, Ont.	5,000
Bertram, R. M.	Mechanical Engineer	Toronto, Ont.	5,000
Billings, W. H.	Clerk	Vancouver, B.C.	5,000
Bird, Jos. E.	Barrister	Vancouver, B.C.	5,000
Birkett, Thomas	Hardware Merchant	Ottawa, Ont.	10,000
Bishop, H. Y.	Stock Broker	Boston, Mass.	5,000
Bishopric, A.	Boot and Shoe Merchant	Cincinnati, Ohio	5,000
Bissett, E. H.	Life Insurance Agent	Toronto, Ont.	5,000
Bixel, A. W.	Student	Strathroy, Ont.	5,000
Black, H. W.	Dentist	Sydney, N.S.	5,000
Black, W. A.	Shipping Clerk	Halifax, N.S.	35,000
Blackburn, H. M.	Mgr. Sun Insurance Co.	Toronto, Ont.	10,000
Blackstock, T. G.	Barrister	Toronto, Ont.	10,000
Blair, A. G.	Barrister	St. John, N.B.	10,000
Blair, W. J.	Civil Engineer	New Liskeard, Ont.	10,000
Blatchly, H. J.	Merchant	Toronto, Ont.	5,000
Blight, W. A.	Vocalist	Toronto, Ont.	5,000
Boak, G. E.	Merchant	Halifax, N.S.	5,000
Boake, G. W.	Lumber Merchant	Toronto, Ont.	7,000
Boddy, H. M.	Insurance Agent	Toronto, Ont.	10,000
Bodwell, E. V.	Barrister	Victoria, B.C.	10,000
Boeckh, E. C.	Manufacturer	Toronto, Ont.	5,000
Bolte, A. O.	Merchant	Toronto, Ont.	5,000
Booker, N. J. A.	Bank Manager	Aylmer, Ont.	5,000



# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Bond, Mrs. K. W.	Widow	Kingston, Ont.	5,000
Bostock, H.	Capitalist	Ducks, B.C.	5,000
Bothwell, W.	Lumber Merchant	Lachine, Que.	5,000
Boucher, M. H.	Iron Manufacturer	Montreal, Que.	5,000
Boudrias, J. O.	Merchant	Montreal, Que.	7,500
Boulton, F. C. M.	Stock Broker	Toronto, Ont.	5,000
Bourke, H. W. L.	Mining Engineer	Bangkok, Siam	7,500
Bowie, R. A.	Physician	Brockville, Ont.	5,000
Bowles, Geo.	Mgr. Union Bank of Can.	Winnipeg, Man.	5,000
Boyer, L. A.	Gentleman	Montreal, Que.	7,000
Bradshaw, T.	Secretary Imperial Life	Toronto, Ont.	10,000
Bradshaw, Wm	Merchant	Toronto, Ont.	10,000
Brady, T. A.	Commercial Traveller	Toronto, Ont.	5,000
Braithwaite, Jno.	Manufacturer	Crysler, Ont.	5,000
Breckenridge, Mrs. I.	Housewife	Hamilton, Ont.	5,000
Breckenridge, W. C.	Mgr. Norton Mfg. Co.	Hamilton, Ont.	10,000
Brewster, W. S.	Barrister	Brantford, Ont.	5,000
Briard, Joseph	Master Plumber	Montreal, Que.	5,000
Brick, H. W.	Wholesale Drug Merchant	Toronto, Ont.	10,000
Brisson, Jos. N.	Jeweller	Montreal, Que.	5,000
Britton, R. H.	Clerk	Gananoque, Ont.	5,000
Brooke, H. J.	Paper Box Manufacturer	Toronto, Ont.	5,000
Brown, E. O.	Barrister	Charlottetown, P.E.I.	5,000
Brown, James	Lumberman	Acton, Ont.	5,000
Brown, T. A.	Manufacturer	Toronto, Ont.	5,000
Bruce, Dr. H. A.	Physician and Surgeon	Toronto, Ont.	10,000
Brunet, G. H.	Chemist	Quebec, Que.	10,000
Bull, Alfred E.	Barrister	Vancouver, B.C.	5,000
Burke, G. H.	Mine Owner	Vancouver, B.C.	10,000
Burns, C. A.	Hotel Prop. and Ice Mcht	Toronto, Ont.	5,000
Burns, P.	Cattle Dealer	Vancouver, B.C.	8,000
Burritt, G. L.	Can. Rand Drill Co.	Halifax, N.S.	5,000
Butchart, A. K.	Broker	Toronto, Ont.	10,000
Butcher, W. H.	Merchant	Calgary, Alta.	5,000
Cadieux, A.	Master Plumber	Montreal, Que.	10,000
Cain, James	General Merchant	Huntsville, Ont.	5,000
Cairncross, J. A.	Druggist	London, Ont.	8,000
Cameron, A. G.	Agent	Ottawa, Ont.	5,000
Campbell, Alex.	Patent Office	Ottawa, Ont.	7,000
Campbell, Arch., M.P.	Merchant Miller	Toronto Junction, Ont.	10,000
Campbell, A. M.	Insurance Agent	Winnipeg, Man.	15,000
Campbell, W. J.	Iron and Steel Mfr.	Ottawa, Ont.	5,000
Cannon, L. A.	Lawyer	Quebec, Que.	5,000
Carpenter, A. E.	Stock Broker	Hamilton, Ont.	8,000
Carr, C. E. A.	London St. Ry.	Helena, Montana	10,000
Carriere, L. A.	Contractor	Montreal, Que.	5,000
Carriere, V. F.	Contractor	Montreal, Que.	5,000
Carter, H. J.	Wool Merchant	Toronto, Ont.	5,000
Ceperley, H. T.	Insurance Agent	Vancouver, B.C.	5,000
Champagne, J. C.	Grocer	Montreal, Que.	25,000
Chandler, C. H.	Hardware Merchant	Charlottetown, P.E.I.	6,000
Chapman, Thos.	Butcher	Toronto Junction, Ont.	5,000
Charbonneau, J. A.	Dentist	Lanark, Ont.	6,000
Charest, Mrs. A.	Lady	Montreal, Que.	5,000
Hughes, C. A.	Manager	Montreal, Que.	5,000
Charles, A. H.	Manager	Montreal, Que.	5,000
Chataway, C. C.	Director of Surveys	Dawson, Yukon	10,000
Clark, Mrs. F. L.	Lady	Toronto, Ont.	25,000
Clark, T. J.	Manufacturer	Toronto, Ont.	12,000
Clark, A. R.	Manufacturer	Toronto, Ont.	5,000
Clarke, E. A. S.	President Steel Co.	New York, U.S.A.	10,000
Clarke, F. G.	Manufacturer	Toronto, Ont.	5,000
Clift, T. B.	Broker & Comm. Agent	St. John's, Nfld.	10,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Codere, F. X. E.....	Hardware Merchant .....	Sherbrooke, Que. ....	25,000
Codere, L. J.....	Hardware Merchant .....	Sherbrooke, Que. ....	25,000
Cohoe, W. P.....	Prof. Chemistry .....	Toronto, Ont. ....	5,000
Colbeck, F. C.....	Head Master, High School..	Toronto Junction, Ont.	5,000
Coldwell, G. R.....	Barrister .....	Brandon, Man. ....	5,000
Colson, Fred. ....	Sec. of State Dept.....	Ottawa, Ont. ....	5,000
Connell, C. H. N.....	Civil Engineer .....	Lethbridge, Alta. ....	5,000
Coombs, F. J.....	Clerk .....	Toronto, Ont. ....	5,000
Coryell, L. J.....	Seed Merchant .....	Oshawa, Ont. ....	5,000
Cossitt, C. S.....	Manufacturer .....	Brockville, Ont. ....	102,000
Coultard, W. L.....	Physician .....	Vancouver, B.C. ....	5,000
Coulter, J. A.....	Manufacturer .....	Ingersoll, Ont. ....	7,000
Courteney, J. D.....	Physician .....	Ottawa, Ont. ....	5,000
Courtney, R. M.....	Insurance Agent .....	Ottawa, Ont. ....	10,000
Cowan, H. S.....	Traveller .....	Toronto, Ont. ....	5,000
Cowan, John .....	Lawyer .....	Sarnia, Ont. ....	10,000
Cox, E. R.....	Telegraph Operator .....	Hazleton, B.C. ....	5,000
Cox, F. G.....	Man. Dir. Imperial Life....	Toronto, Ont. ....	10,000
Cox, Hon. Geo. A.....	Financier .....	Toronto, Ont. ....	92,000
Cox, H. C.....	Insurance Manager .....	Toronto, Ont. ....	20,000
Cragg, F. J.....	Hardware Merchant .....	Halifax, N.S. ....	5,000
Crawford, W. M.....	General Merchant .....	Indian Head, Sask. ..	5,000
Crisp, R. I.....	Commission Agent .....	Winnipeg, Man. ....	5,000
Crockett, J. A.....	Cashier .....	Fredericton, N.B. ....	5,000
Crockett, J. H.....	Editor .....	Fredericton, N.B. ....	5,000
Crone, W. S.....	Traveller .....	Toronto, Ont. ....	5,000
Cronyn, H. B.....	Barrister .....	London, Ont. ....	5,000
Cross, R. L.....	Passenger Conductor .....	Winnipeg, Man. ....	5,000
Crotty, T. H.....	Real Estate Broker .....	Winnipeg, Man. ....	6,000
Crump, P. A.....	Banker .....	Winnipeg, Man. ....	5,000
Cruttenden, Thos. ....	Druggist .....	Toronto, Ont. ....	5,000
Crysdale, C. A.....	Life Insurance Agent .....	Winnipeg, Man. ....	10,000
Cullen, E. K.....	Physician .....	Toronto, Ont. ....	5,000
Cumming, W. G.....	Physician and Surgeon ....	Calgary, Alta. ....	5,000
Dale, C. F.....	Supt. Liability Insurance ..	Westmount, Que. ....	5,000
D'Artois, H. ....	United Shoe Machine Co....	Quebec, Que. ....	5,000
Davey, J. N.....	Mgr. Toronto Gen. Trusts ..	Ottawa, Ont. ....	5,000
Davidson, Alex. ....	Physician .....	Toronto, Ont. ....	12,500
Davidson, P. M. ....	Advocate .....	Montreal, Que. ....	5,000
Davidson, W. E.....	Travelling Salesman .....	Toronto, Ont. ....	5,000
Davison, F. I.....	Insurance Agent .....	Windsor, N.S. ....	7,000
Davison, Dr. John L.....	Physician .....	Toronto, Ont. ....	10,000
Davison, M. M.....	Clerk .....	Windsor, N.S. ....	7,000
Dawson, C. F.....	Stationer .....	Montreal, Que. ....	5,000
Dean, M. B.....	Physician .....	Fort William, Ont. ....	5,000
Deane, F. G. W.....	Physician and Surgeon ....	Bridgetown, B.W.I. ....	5,000
Deleon, Joseph .....	Planter .....	Blanchisseuse, B.W.I. ....	5,000
Delius, E. A.....	Manufacturer's Agent .....	Winnipeg, Man. ....	5,000
De Matas, F.....	Planter .....	St. Joseph, B.W.I. ....	5,000
Demers, L. N. O.....	Lawyer .....	Montreal, Que. ....	5,000
Denton, W. A.....	Wholesale Dry Goods Mcht..	Toronto, Ont. ....	15,000
Deom, A. ....	Book and Stationery Store..	Montreal, Que. ....	5,000
Derbyshire, D. ....	Produce Merchant .....	Brockville, Ont. ....	5,000
Descarries, J. A.....	Advocate .....	Lachine, Que. ....	10,000
Desnoyers, T. ....	Sash and Door Mfr.....	St. Maisonneuve, Que. ....	5,000
Deverell, T. G.....	Contractor and Builder ....	Whitby, Ont. ....	5,000
Dew, J. T.....	Mechanical Engineer .....	St. John's, B.W.I. ....	5,000
d'Homergue, J. B.....	Felt Manufacturer .....	Alleghany, U.S.A. ....	5,000
Dickie, Ed. ....	General Merchant .....	Upper Stewiacke, N.S. ....	5,000
Digby, W. W.....	Sales Agent .....	Toronto, Ont. ....	5,000
Dillabough, W. G.....	Tailor .....	Hamilton, Ont. ....	5,000
Dion, Joseph .....	Tinsmith .....	Lake Megantic, Que. ..	5,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Dobie, W. ....	Mgr. Gillett Chem. Works .....	Toronto, Ont. ....	5,000
Dodd, H. M. ....	Civil Engineer.....	Cornwall, Ont. ....	5,000
Doherty, W. K. ....	Broker .....	Toronto, Ont. ....	5,000
Domville, James .....	Mgr. Mining Co.....	Rothesay, N.B. ....	10,000
Donald, R. C. ....	Barrister and Solicitor .....	Toronto, Ont. ....	5,000
Donkin, H. F. ....	Civil Engineer .....	Little Glace Bay, N.S. ....	5,000
Doring, L. F. A. ....	Farmer .....	Clarence, N.S. ....	5,000
Doupe, P. B. ....	Painter .....	Peterborough, Ont. ..	5,000
Driscoll, J. M. ....	Ship Owner .....	St. John, N.B. ....	5,000
Driscoll, T. ....	Restaurant Keeper .....	St. John, N.B. ....	6,000
Drummond, W. H. ....	Physician .....	Montreal, Que. ....	5,000
Drynan, J. W. ....	Merchant .....	Toronto, Ont. ....	10,000
Dudley, R. L. ....	Dental Surgeon .....	North Bay, Ont. ....	5,000
Duffus, Wm. S. ....	Supt. Consumer's Cordage .....	Halifax, N.S. ....	6,000
Dumont, Joseph .....	Butcher and Grocer .....	Montreal, Que. ....	5,000
Dumont, Sylva .....	Butcher and Grocer .....	Montreal, Que. ....	5,000
Dumoret, P. E. ....	Merchant .....	Santa Cruz, B.W.I. ...	5,000
Duncan, L. ....	Wholesale Dry Goods .....	Toronto, Ont. ....	10,000
Dunlop, D. A. ....	Barrister .....	Mattawa, Ont. ....	10,000
DuTremblay, P. R. ....	Barrister .....	Montreal, Que. ....	10,000
Dwyer, E. J. ....	Salesman .....	Halifax, N.S. ....	5,000
Dwyer, M. ....	Wholesale Merchant .....	Halifax, N.S. ....	5,000
Dymond, A. M. ....	Law Clerk .....	Toronto, Ont. ....	5,000
Eagen, N. B. ....	Mgr. Manufacturing Co.....	Toronto, Ont. ....	20,000
Eccles, F. R. ....	Physician .....	London, Ont. ....	10,000
Edward, James .....	Agent .....	Lachine, Que. ....	10,000
Edwards, W. C. ....	Lumberman .....	Rockland, Ont. ....	5,000
Ellis, G. E. ....	Commercial Traveller .....	Winnipeg, Man. ....	5,000
Ellis, M. C. ....	Manufacturing Jeweller ...	Toronto, Ont. ....	12,500
Ellis, P. W. ....	Wholesale Merchant .....	Toronto, Ont. ....	12,500
Emmerson, E. R. ....	Student .....	Port Arthur, Ont. ....	5,000
Enright, F. T. ....	Advocate .....	Montreal, Que. ....	10,000
Eustache, Miss B. ....	Scholar .....	Port-of-Spain, B.W.I. .	5,000
Evans, W. F. ....	Musical Dealer .....	Vancouver, B.C. ....	5,000
Fagan, C. J. ....	Prov. Health Officer .....	Victoria, B.C. ....	5,000
Fair, A. H. ....	Insurance Agent .....	Halifax, N.S. ....	20,000
Farnum, C. M. S. ....	Physician .....	Port-of-Spain, B.W.I. .	5,000
Farquharson, W. O. ....	Student .....	Edmonton, Alta. ....	5,000
Fieldhouse, H. V. ....	Barrister at Law .....	Neepawa, Man. ....	5,000
Fierheller, Geo. ....	Physician .....	Toronto, Ont. ....	5,000
Finch, H. J. W. ....	Civil Engineer .....	Vancouver, B.C. ....	5,000
Findlay, D. ....	Stove Manufacturer .....	Carleton Place, Ont. ..	6,000
Findlay, W. A. H. ....	Circ. Mgr. "The News".....	Windsor, Ont. ....	8,000
Firstbrook, John .....	Manufacturer .....	Toronto, Ont. ....	10,000
Firstbrook, W. A. ....	Manufacturer .....	Toronto, Ont. ....	10,000
Flatt, S. F. ....	Mcht and Ins. Agent.....	Fort William, Ont. ...	8,000
Flavelle, J. D. ....	Mill Owner .....	Lindsay, Ont. ....	20,000
Flavelle, J. W. ....	Mgr. Wm. Davies Co. ....	Toronto .....	125,000
Flavelle, W. M. ....	Merchant .....	Lindsay, Ont. ....	15,000
Fleming, R. J. ....	Mgr. Toronto Street Ry....	Toronto, Ont. ....	25,000
Folger, B. W., Jr. ....	Steam Boat Manager .....	Kingston, Ont. ....	5,000
Folger, B. W. ....	Banker .....	Kingston, Ont. ....	10,000
Ford, A. C. ....	Commercial Traveller .....	Truro, N.S. ....	5,000
Fortier, L. N. ....	Tobacco Merchant .....	Montreal, Que. ....	5,000
Foster, G. L. ....	Physician .....	Halifax, N.S. ....	5,000
Foster, W. E. ....	Wholesale Merchant .....	St. John, N.B. ....	10,000
Foster, W. F. ....	Travelling Salesman .....	Toronto, Ont. ....	5,000
Francis, W. G. ....	Paint Manufacturer .....	Toronto, Ont. ....	5,000
Fraser, A. ....	Lumber Merchant .....	Cabano, Que. ....	10,000
Fraser, E. D. ....	Banker and Broker .....	Toronto, Ont. ....	10,000
Freeman, R. P. ....	Student .....	Halifax, N.S. ....	5,000
Frost, H. L. ....	Mgr. Frost Wire Fence Co. ....	Hamilton, Ont. ....	15,000



# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Frost, J. G.....	Paint Manufacturer .....	Niagara Falls, U.S.A...	5,000
Frost, M. H.....	Manufacturer .....	Cleveland, Ohio .....	5,000
Fudger, H. H.....	Merchant .....	Toronto, Ont. ....	60,000
Fuller, T. H.....	Student .....	Leamington, Ont. ....	5,000
Fuller, W. J.....	Civil Engineer .....	Leamington, Ont. ....	5,000
Fullerton, H. M.....	Commercial Traveller .....	Nelson, B.C. ....	5,000
Gage, J. W.....	Gentleman .....	Hamilton, Ont. ....	5,000
Galloway, G. A.....	Mgr. P. W. Ellis Co. ....	Toronto, Ont. ....	5,000
Galloway, Wm. ....	Merchant .....	Gladstone, Man. ....	5,000
Ganong, G. W.....	Confectioner .....	St. Stephen, N.B. ....	10,000
Gass, J. C. ....	Prov. Mgr. Imperial Life...	Halifax, N.S. ....	5,000
Gass, Robert .....	Lumber Merchant .....	Schubenacadie, N.S. ....	10,000
Gervais, L. D.....	Planter .....	La Victoria Est. B.W.I.	5,000
Gibson, Thos. ....	Physician .....	Ottawa, Ont. ....	10,000
Gibson, W. A.....	Insurance Manager .....	St. John, N.B. ....	12,000
Giles, W. T.....	Accountant .....	Toronto, Ont. ....	10,000
Gillies, J. F.....	Hotel Keeper .....	Haileybury, Ont. ....	5,000
Glendinning, G. ....	Mine Owner .....	Cobalt, Ont. ....	50,000
Gokool, N. M.....	Student .....	Trinidad, B.W.I. ....	5,000
Gooderham, G. H.....	Distiller .....	Toronto, Ont. ....	10,000
Goodwyn, G. F.....	Watchmaker and Jeweller...	Arnprior, Ont. ....	5,000
Gordon, Wm.....	Dry Goods .....	Chatham, Ont. ....	11,000
Gordon, W. H.....	Merchant .....	Belleville, Ont. ....	7,000
Gouinlock, G. W.....	Architect .....	Toronto, Ont. ....	8,000
Gould, H. J.....	Special Off. Can. Customs...	Chicago, Ill. ....	6,000
Gourlay, R. S.....	Merchant .....	Toronto, Ont. ....	5,000
Govan, W. ....	Farmer .....	Indian Head, Sask. ...	5,000
Graham, C. G.....	Clerk .....	Peterborough, Ont. ....	5,000
Graham, G. M.....	Purchasing Agent .....	North Sydney, C.B. ....	5,000
Grand, James .....	Stationer .....	Toronto, Ont. ....	5,000
Grant, W. M.....	Commercial Traveller .....	Toronto, Ont. ....	5,000
Gray, G. H.....	Hotel Proprietor .....	Hamilton, Ont. ....	5,000
Gray, Dr. Jennie.....	Physician .....	Toronto, Ont. ....	10,000
Green, W. L.....	Mgr. Amer. Bank Note Co.	New York, U.S.A. ....	10,000
Gregory, C. Y.....	Hotel Proprietor .....	Winnipeg, Man. ....	5,000
Gregory, J. A.....	Lumber Merchant .....	St. John, N.B. ....	6,000
Grey, J. R.....	Hardware Business .....	Dawson, Yukon ....	5,000
Griffin, E. C.....	Mech. Engineer .....	West Newton, Mass. ...	5,000
Grobb, F. ....	Mgr. Massey Harris Wks...	Brantford, Ont. ....	5,000
Grubbe, E. H.....	Asst. Accountant .....	Vancouver, B.C. ....	7,000
Gundy, Samuel B.....	Methodist Book Room .....	Toronto, Ont. ....	5,000
Gunn, Andrew .....	Provision Merchant .....	Toronto, Ont. ....	30,000
Gunn, John A.....	Merchant .....	Toronto, Ont. ....	10,000
Gwillim, J. C.....	Civil Servant .....	Kingston, Ont. ....	5,000
Hagerman, F. S. P.....	Manufacturer's Agent .....	Belleville, Ont. ....	5,000
Hall, A. L.....	Farmer .....	Griswold, Man. ....	5,000
Hall, R. H.....	Student .....	Peterborough, Ont. ....	10,000
Hall, Robert .....	Insurance Inspector .....	Brandon, Man. ....	5,000
Halton, H. R.....	Architect .....	Fort William, Ont. ...	5,000
Hambly, P. E.....	Treas. Loan Company .....	Toronto, Ont. ....	11,500
Hamer, W. T.....	Banker .....	Gravenhurst, Ont. ...	5,000
Hamilton, D. ....	Cattle Dealer .....	Neepawa, Man. ....	75,000
Hamilton, H. J.....	Physician .....	Toronto, Ont. ....	5,000
Hammill, J. H.....	Mgr. Coal and Wood Office.	Toronto, Ont. ....	5,000
Hanington, C. L.....	Barrister .....	Dorchester, N.B. ....	6,000
Hanna, A. E.....	Physician .....	Perth, Ont. ....	5,000
Hanna, J. E.....	Physician .....	Ottawa, Ont. ....	15,000
Hanna, Hon. W. J.....	Provincial Sec. of Ontario...	Sarnia, Ont. ....	5,000
Hanson, Wm. ....	Broker .....	Montreal, Que. ....	5,000
Hardy, E. J.....	Plumber .....	Montreal, Que. ....	5,000
Hardy, W. A. G.....	Insurance Agent .....	Belleville, Ont. ....	5,000
Harris, Miss A.....	Home Duties .....	Toronto, Ont. ....	5,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Harris, F. K.....	Student .....	Toronto, Ont. ....	5,000
Harris, J. W.....	Sanitary Engineer .....	Montreal, Que. ....	10,000
Harris, Samuel .....	Lithographer .....	Toronto, Ont. ....	5,000
Harris, Dr. W. H.....	Physician .....	Toronto, Ont. ....	5,000
Hart, Dr. E. C.....	Physician .....	Victoria, B.C. ....	5,000
Hart, W. D.....	Bank Manager .....	Kingston, Ont. ....	10,000
Harty, Wm. ....	Student .....	Kingston, Ont. ....	5,000
Harvey, Chas. ....	Civil Engineer .....	Indian Head, Sask. ...	5,000
Hawke, W. ....	Vice-Pres. O'Keefe Brewery	Toronto, Ont. ....	10,000
Haworth, F. B.....	Accountant .....	Calgary, Alta. ....	5,000
Heintzman, J. G.....	Manufacturer .....	Toronto, Ont. ....	7,000
Hemen, F. J.....	Newspaper Manager .....	Dawson, Yukon .....	5,000
Henderson, C. A.....	Promoter .....	New York, U.S.A. ....	35,000
Henderson, J. R.....	Manufacturer .....	Halifax, N.S. ....	5,000
Henry, G. S.....	Farmer .....	Lansing, Ont. ....	5,000
Hesslein, A. G.....	Hotel Proprietor .....	Halifax, N.S. ....	5,000
Hesslein, L. J. ....	Hotel Proprietor .....	Halifax, N.S. ....	5,000
Hibbard, A. L.....	Produce Dealer .....	Montreal, Que. ....	6,000
Hicks, E. A.....	Manufacturer .....	Bridgetown, N.S. ....	5,000
Hill, B. J.....	Printer and Publisher .....	Toronto, Ont. ....	5,000
Hill, G. E.....	Dentist .....	Toronto, Ont. ....	5,000
Hill, J. B.....	Dry Goods Merchant .....	Calgary, Alta. ....	5,000
Hill, W. J.....	Contractor .....	Deer Park, Ont. ....	5,000
Hobbs, T. S.....	Manufacturer .....	Toronto, Ont. ....	10,000
Hodgson, W. J.....	Mgr. Acme L. & Sav. Co....	Toronto, Ont. ....	5,000
Hogg, D. N. C.....	Private Secretary .....	Montreal, Que. ....	5,000
Hollinrake, H. J. ....	Dry Goods Merchant .....	Ingersoll, Ont. ....	7,000
Hollinrake, T. A.....	Manufacturer .....	Toronto, Ont. ....	10,000
Home, R. H.....	Farmer .....	Oakville, Man. ....	5,000
Horne, T. W.....	Manufacturer .....	Toronto, Ont. ....	8,000
Housser, J. H.....	Manufacturer .....	Toronto, Ont. ....	10,000
Houston, W. K.....	Brady-Houston Pckg. Co. .	Victoria, B.C. ....	5,000
Howard, F. R.....	Gentleman .....	Midland, Ont. ....	5,000
Howard, G. M.....	Manufacturer .....	Sherbrooke, Que. ....	5,000
Hughson, Dr. J. A.....	Physician .....	Deleware, Ont. ....	5,000
Hurlburt, F. H.....	Manager .....	Toronto, Ont. ....	5,000
Hutcheson, J. E.....	Financial Manager .....	Montreal, Que. ....	5,000
Hutchison, Dr. J. N.....	Physician .....	Winnipeg, Man. ....	5,000
Hyslop, Wm., Jr.....	Merchant .....	Toronto, Ont. ....	10,000
Inglis, Wm.....	Manufacturer .....	Toronto, Ont. ....	5,000
Irving, G. T.....	Wholesale Merchant .....	Toronto, Ont. ....	5,000
Jackman, Hon. E. M.....	Minister of Finance and Cus.	St. Johns, Nfld. ....	5,000
Jackman, H. B.....	Commercial Traveller .....	Toronto, Ont. ....	5,000
Jackson, A. J.....	Manager Loan Co. ....	Toronto, Ont. ....	5,000
Jameson, Mrs. A. E.....	Housewife .....	Winnipeg, Man. ....	5,000
Jameson, J. A.....	Engineer and Contractor ..	Montreal, Que. ....	25,000
Jamieson, J. R. ....	Manufacturer .....	Hamilton, Ont. ....	10,000
Jarvis, E. A.....	Broker .....	Toronto, Ont. ....	5,000
Jeffers, Dr. Ed.....	Physician .....	Parrsboro, N.S. ....	5,000
Jefferys, Chas. W.....	Artist .....	Toronto, Ont. ....	5,000
Jewell, J. H.....	Promoter and Financier ..	Toronto, Ont. ....	15,000
Johnson, A. E.....	Accountant .....	Winnipeg, Man. ....	5,000
Johnson, Robert T.....	Draughtsman .....	New York, U.S.A. ....	8,000
Johnson, Thomas .....	Barrister, Crown Attorney	Bracebridge, Ont. ....	5,000
Johnston, Wm. J. ....	Farmer .....	Kenton, Man. ....	5,000
Jones, A. M.....	Civil Engineer .....	Carberry, Man. ....	5,000
Junkin, J. F.....	Mgr. Manufacturers' Life ..	Toronto, Ont. ....	10,000
Junkin, R. ....	Asst. Mgr. Manuf'rs' Life ..	Toronto, Ont. ....	10,000
Junor, Wm. ....	China Merchant .....	Toronto, Ont. ....	9,000
Kane, W. L. ....	Dry Goods Merchant .....	Halifax, N.S. ....	10,000
Kaye, Alex. ....	Mining Engineer ....	Thurlow, B.C. ....	5,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Keating, Dr. H. T. ....	Physician .....	Montreal, Que. ....	5,000
Keenleyside, E. W. ....	Life Assurance Manager ...	Vancouver, B.C. ....	5,000
Keith, Alex. ....	Furniture Manufacturer ....	Halifax, N.S. ....	5,000
Keith, N. ....	Contractor .....	Winnipeg, Man. ....	10,000
Kelly, B. E. ....	Student .....	Bridgenorth, Ont. ....	5,000
Kemerer, R. E. ....	Broker .....	Toronto, Ont. ....	5,000
Kemp, A. E., M. P. ....	Manufacturer .....	Toronto, Ont. ....	37,500
Kenny, J. J. ....	Insurance Manager .....	Mimico, Ont. ....	5,000
Kent, H. W. ....	Manager Telephone Co. ....	Vancouver, B.C. ....	5,000
Kernahan, Miss S. L. ....	Student .....	Trinidad, B.W.I. ....	5,000
Kerr, C. W. ....	Barrister .....	Toronto, Ont. ....	5,000
Kerr, J. H. S. ....	Accountant .....	Toronto, Ont. ....	6,000
Kerr, J. S. ....	Commercial Traveller ....	Cleveland, Ohio ....	5,000
Kerr, Robt. ....	Traveller .....	Brantford, Ont. ....	10,000
Kerr, W. E. ....	Agent Imperial Life .....	Toronto, Ont. ....	10,000
Kidd, Andrew ....	Farmer .....	Brandon, Man. ....	5,000
Kilburn, John ....	Lumberman .....	Fredericton, N.B. ....	10,000
Kilgore, S. F. ....	Broker .....	Toronto, Ont. ....	10,000
Kilgour, Robert ....	Manufacturer .....	Toronto, Ont. ....	5,000
King, J. W. ....	Manufacturer .....	Hamilton, Ont. ....	7,000
King, P. W. W. ....	Accountant .....	Vancouver, B.C. ....	5,000
King, W. Y. ....	Bookkeeper .....	Montreal, Que. ....	6,000
Kingsmill, W. ....	Bank Manager .....	Bracebridge, Ont. ....	5,000
Kirkpatrick, A. T. ....	Barrister .....	Toronto, Ont. ....	5,000
Klotz, Dr. Max O. ....	Physician and Surgeon ....	Ottawa, Ont. ....	5,000
Kupperheimer, J. D. ....	Manufacturer .....	Montreal, Que. ....	5,000
Labelle, Jos. ....	Farmer .....	Ste. Therese, Que. ...	5,000
Lachance, J. H. ....	Prop. Dominion Shoe Co. ..	Quebec, Que. ....	5,000
Lafrance, Jos. ....	Master Plumber .....	Montreal, Que. ....	5,000
Lahee, P. J. F. ....	Electrical Contractor .....	Montreal, Que. ....	10,000
Lailey, W. W. ....	Student .....	Toronto, Ont. ....	5,000
Laishley, L. C. ....	Tor. Junc. Gasoline En. Co.	Toronto, Ont. ....	5,000
Lancot, R. ....	Farmer and Merchant ....	St. Constant, Que. ...	10,000
Langdon, S. P. ....	Supt. Gutta Percha Co. ...	Toronto, Ont. ....	5,000
Langford, A. L. ....	Teacher, Victoria University	Toronto, Ont. ....	5,000
Langlois, C. ....	Provision Merchant .....	Montreal, Que. ....	25,000
Langlois, G. G. A. ....	Baker .....	Montreal, Que. ....	5,000
Langlois, H. ....	Wholesale Merchant .....	Toronto, Ont. ....	5,000
Langton, J. G. ....	Bank Clerk .....	Toronto, Ont. ....	10,000
Languedoc, G. F. E. de G ...	Agent and Broker .....	Outremont, Que. ....	8,000
Latreille, A. ....	Stone Contractor .....	Montreal, Que. ....	5,000
Latreille, O. ....	Stone Contractor .....	Montreal, Que. ....	5,000
Laurin, Jos. A. ....	Broker .....	Montreal, Que. ....	5,000
Laurence, H. G. ....	Student .....	Cheticamp, N.S. ....	10,000
Laurence, James ....	Commercial Traveller ....	Toronto, Ont. ....	5,000
Leahong, T. J. ....	General Merchant .....	Kingston, Jamaica ...	5,000
Leamon, John ....	Bookseller .....	St. John's, Nfld. ....	5,000
Lee, Alfred ....	Flour Mill Manager .....	Ottawa, Ont. ....	5,000
Lee, H. O. ....	Grocer .....	Vancouver, B.C. ....	5,000
Lefebvre, J. A. ....	Clerk .....	Montreal, Que. ....	5,000
Lefebvre, O. ....	Manufacturer .....	Montreal, Que. ....	5,000
Leiser, M. M. ....	Wholesale Merchant .....	Victoria, B.C. ....	5,000
Lennard, H. ....	Manufacturer .....	Dundas, Ont. ....	5,000
Lennox, H. I. S. ....	Barrister .....	Barrie, Ont. ....	5,000
Leonard, J. J. ....	Farmer and Timber Merch.	Park Hill, Ont. ....	5,000
Lepage, A. ....	Grocer .....	St. Louis, Que. ....	5,000
Leslie, A. A. ....	Bank Manager .....	Aylmer, Ont. ....	5,000
Letellier, L. E. ....	Wholesale Grocer .....	Quebec, Que. ....	5,000
Lewis, J. H. ....	Hardware Merchant .....	Smith's Falls, Ont. ...	5,000
Lewis, N. D. ....	Tin Plate Manufacturer ...	Morrisburg, Ont. ....	5,000
Lewthwaite, J. G. ....	Farmer .....	Sintaluta, N.W.T. ....	5,000
Linscott, T. S. ....	Publisher and Clergyman ..	Brantford, Ont. ....	5,000



# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Livingston, C. ....	Clothing Merchant .....	Kingston, Ont. ....	5,000
Lockerby, D. W. ....	Manufacturer .....	Montreal, Que. ....	15,000
Lockrie, D. A. ....	Manufacturer .....	Toronto, Ont. ....	10,000
Longwell, G. A. ....	Mine Broker .....	Cobalt, Ont. ....	10,000
Lorie, S. ....	Manufacturing Jeweller .....	Toronto, Ont. ....	35,000
Lottridge, M. G. ....	Wholesale Liquor Merchant .....	Hamilton, Ont. ....	5,000
Loudon, J. S. ....	Asst. Mgr. Standard Bank .....	Toronto, Ont. ....	5,000
Loughrin, John .....	Registrar .....	Mattawa, Ont. ....	5,000
Love, A. R. ....	Accountant .....	Winnipeg, Man. ....	5,000
Loveridge, M. W. ....	Hydraulic Engineer .....	Victoria, B.C. ....	5,000
Lovett, H. A. ....	Barrister-at-Law. ....	Truro, N.S. ....	20,000
Low, T. A. ....	Lumber Merchant .....	Renfrew, Ont. ....	10,000
Lowndes, C. B. ....	Bookkeeper .....	Toronto, Ont. ....	5,000
Lowrey, Dr. D. ....	Physician and Life Ass'ce. ....	Toronto, Ont. ....	17,500
Lowrey, R. C. ....	Medical Student .....	Toronto, Ont. ....	5,000
Lucas, R. A. ....	Merchant .....	Hamilton, Ont. ....	7,500
Lumbers, J. H. ....	Commercial Traveller .....	Toronto, Ont. ....	5,000
Lyons, J. T. ....	Druggist .....	Montreal, Que. ....	10,000
McAllister, C. B. ....	Miller .....	Ashburnham, Ont. ....	6,000
McBain, H. B. ....	Insurance Agent .....	Peterboro, Ont. ....	5,000
McBain, J. J. ....	Grain Dealer .....	Peterboro, Ont. ....	15,000
McBean, D. B. ....	Grain Broker .....	Winnipeg, Man. ....	5,000
McCabe, J. E. ....	Merchant .....	N'tre Dame du Laus, Q. ....	5,000
McCabe, P. J. ....	Student .....	N'tre Dame du Laus, Q. ....	5,000
McCarthy, J. O. ....	Life Insurance Manager .....	Toronto, Ont. ....	7,000
McLellan, J. H. ....	Commercial Traveller .....	Peterboro, Ont. ....	5,000
McClung, J. E. ....	Manufacturers' Agent .....	Toronto, Ont. ....	7,000
McComb, J. H. ....	Paper Manufacturer .....	Montreal, Que. ....	13,000
McConkey, E. G. E. ....	Confectioner .....	Toronto, Ont. ....	10,000
McConnell, J. H. ....	Physician .....	Toronto, Ont. ....	5,000
McCulloch, E. A. ....	Physician .....	Toronto, Ont. ....	5,000
McDermott, D. J. ....	Boot and Shoe Merchant .....	Kingston, Ont. ....	8,000
McDiarmid, A. R. ....	Lumber Merchant ....	Brandon, Man. ....	11,000
McDonald, Alex. ....	Hotel Keeper .....	Winchester, Ont. ....	5,000
McDougall, A. J. ....	Contractor .....	Cornwall, Ont. ....	5,000
Macfarlane, A. ....	Prop. Macfarlane House .....	Toronto, Ont. ....	5,000
McClurg, H. W. ....	Mail Clerk, G.T.R. ....	Southampton, Ont. ....	5,000
McGrail, J. A. ....	Manufacturer .....	Acton, Ont. ....	10,000
McKee, J. A. ....	Pres. & Mgr. Dodds Med. Co. ....	Toronto, Ont. ....	5,000
McKee, R. J. ....	V.-P. Dodds Medicine Co. ....	Toronto, Ont. ....	5,000
McKellar, B. L. ....	Boot and Shoe Merchant .....	Sarnia, Ont. ....	5,000
McKim, J. M. ....	Manager Pub. Co. ....	London, Eng. ....	5,000
McKimm, G. F. ....	Publisher .....	Smith's Falls, Ont. ....	5,000
McKinnon, J. S. ....	Merchant .....	Toronto, Ont. ....	25,000
McLean, H. W. ....	Barrister .....	Calgary, Alta. ....	5,000
McLeod, R. ....	Contractor .....	Vancouver, B.C. ....	5,000
McLuckie, J. M. ....	Contractor .....	Vancouver, B.C. ....	6,000
McMaster, A. C. ....	Barrister .....	Toronto, Ont. ....	5,000
McMillan, L. M. ....	Banker .....	Montreal, Que. ....	5,000
McMillan, W. J. ....	Wholesale Grocer .....	Vancouver, B.C. ....	5,000
McMullen, F. A. ....	Lumber Merchant .....	South Maitland, N.S. ....	8,000
McMurray, A. T. ....	Dentist .....	Fredericton, N.B. ....	5,000
McMurtry, S. A. ....	Treasurer Milling Co. ....	Montreal, Que. ....	10,000
McNally, H. H. ....	Physician and Surgeon .....	Fredericton, N.B. ....	10,000
McNally, R. A. C. ....	Mgr. J. Cooper Mfg. Co. ....	Montreal, Que. ....	10,000
McNeil, Alex. ....	Barrister .....	Halifax, N.S. ....	10,000
McPhillips, A. E. ....	Barrister .....	Victoria, B.C. ....	5,000
McRae, F. B. ....	Insurance Agent .....	Charlottetown, P.E.I. ....	5,000
McTaggart, J. L. ....	Hardware Merchant .....	Vancouver, B.C. ....	5,000
McWhinney, W. J. ....	Barrister .....	Toronto, Ont. ....	5,000
Macabe, J. H. ....	Insurance Agent .....	Toronto, Ont. ....	9,000
Macdonald, J. A. ....	Editor Toronto Globe .....	Toronto, Ont. ....	10,000
Macdonald, J. C. ....	Physician .....	Westville, N.S. ....	5,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Macdonald, K. C. ....	Dentist .....	Vernon, B.C. ....	5,000
Macdonnell, A. J. ....	Physician and Surgeon .....	Winnipeg, Man. ....	10,000
Macdonell, A. R. ....	Contractor .....	Montreal, Que. ....	10,000
MacGowan, Jr., J. C. ....	Manufacturer .....	Montreal, Que. ....	5,000
Mackay, John .....	Accountant .....	Toronto, Ont. ....	5,000
MacKay, Mrs. M. M. ....	Housewife .....	Madoc, Ont. ....	6,250
MacKeen, Hon. D. ....	Capitalist .....	Halifax, N.S. ....	60,000
MacKenzie, A. ....	Barrister .....	Toronto, Ont. ....	20,000
MacKenzie, C. ....	Hardware Merchant .....	Sarnia, Ont. ....	10,000
MacKenzie, H. ....	Insurance Agent .....	Vancouver, B.C. ....	7,000
MacKenzie, H. D. ....	Commission Merchant .....	Halifax, N.S. ....	6,000
MacKenzie, K. B. ....	Clerk .....	Sarnia, Ont. ....	10,000
MacKenzie, M. ....	Hardware Merchant .....	Sarnia, Ont. ....	10,000
Mackenzie, S. D. ....	Physician .....	Winnipeg, Man. ....	10,000
MacKenzie, Wm. ....	Contractor .....	Toronto, Ont. ....	25,000
Mackie, A. T. ....	Lumber Merchant .....	Pembroke, Ont. ....	5,000
Mackie, S. J. ....	Insurance Manager .....	Toronto, Ont. ....	5,000
MacKinlay, C. H. ....	Wholesale Stationery .....	Halifax, N.S. ....	5,000
MacLennan, W. A. ....	Manufacturers' Agent .....	Vancouver, B.C. ....	5,000
MacMurchy, A. ....	Barrister .....	Toronto, Ont. ....	12,000
Macpherson, D. M. ....	Manufacturer .....	Lancaster, Ont. ....	10,000
Madden, J. T. ....	Provision Merchant .....	Toronto, Ont. ....	5,000
Mader, A. I. ....	Physician .....	Halifax, N.S. ....	5,000
Magee, C. ....	Real Estate .....	Ottawa, Ont. ....	5,000
Magee, W. H. K. ....	Journalist and Author .....	Toronto, Ont. ....	10,000
Mainwaring, A. E. ....	Proprietor Meat Market .....	Nanaimo, B.C. ....	5,000
Malcolm, A. G. ....	Gordon MacKay & Co. ....	Toronto, Ont. ....	5,000
Mallory, G. I. ....	Accountant .....	Brockville, Ont. ....	5,000
Malone, A. L. ....	Barrister .....	Toronto, Ont. ....	10,000
Malone, E. T. ....	Barrister .....	Toronto, Ont. ....	8,000
Malone, F. T. ....	Student .....	Toronto, Ont. ....	5,000
Mann, D. D. ....	Contractor .....	Toronto, Ont. ....	25,000
Marceau, E. D. ....	Wholesale Merchant .....	Montreal, Que. ....	15,000
Marceau, F. X. ....	Hardware Store .....	Megantic, Que. ....	5,000
Marceau, J. H. V. ....	Hardware Store .....	Megantic, Que. ....	5,000
Marchessault, L. V. S. ....	General Merchant .....	West Shefford, Que. ....	5,000
Marlow, Dr. F. W. ....	Surgeon .....	Toronto, Ont. ....	5,000
Marpole, C. M. ....	Coal Merchant .....	Vancouver, B.C. ....	5,000
Marshal, N. G. L. ....	Coal Merchant .....	Toronto, Ont. ....	5,000
Martin, J. J. ....	Grocer .....	Montreal, Que. ....	5,000
Mason, Dr. E. G. ....	Physician and Surgeon .....	Calgary, Alta. ....	10,000
Masse, Jos. ....	Hardware Merchant .....	Sherbrooke, Que. ....	25,000
Massey, C. V. ....	Student .....	Toronto, Ont. ....	10,000
Massey, C. D. ....	Manufacturer .....	Toronto, Ont. ....	20,000
Matthews, H. G. ....	Broker .....	Montreal, Que. ....	5,000
Matthews, I. G. ....	Lecturer, McMaster Univer. ....	Toronto, Ont. ....	5,000
Mayes, G. S. ....	Contractor .....	St. John W., N.B. ....	5,000
Meek, C. S. ....	Agent .....	Toronto, Ont. ....	10,000
Mendes, S. R. ....	General Merchant .....	St John's Antigua, BWI. ....	10,000
Mercier, Dr. A. F. ....	Physician .....	Montreal, Que. ....	5,000
Metcalfe, H. D. ....	Grain Exporter .....	Montreal, Que. ....	25,000
Metcalfe, W. E. ....	Physician .....	Ptge. la Prairie, Man. ....	5,000
Mill, D. W. ....	Land Surveyor .....	Maria, Que. ....	7,500
Millington, E. H. ....	M. C. R. Telegraph Supt. ....	Detroit, Mich. ....	5,000
Mills, J. S. ....	Life Insurance Agent .....	Toronto, Ont. ....	5,000
Milner, B. Z. ....	Physician .....	Toronto, Ont. ....	5,000
Mitchell, E. C. ....	Chemist and Optician .....	Kingston, Ont. ....	7,000
Mitchell, F. J. ....	General Store Merchant .....	Old Bridgeport, N.S. ....	5,000
Mitchell, L. R. ....	Planter .....	St George's, Gren., BWI. ....	5,000
Moffatt, A. B. ....	Manufacturer .....	Weston, Ont. ....	5,000
Moffatt, J. K. ....	Manufacturer .....	Weston, Ont. ....	5,000
Montague, W. H. ....	Insurance Agent .....	Winnipeg, Man. ....	12,500
Monteith, S. N. ....	Farmer .....	Stratford, Ont. ....	5,000
Montgomery, W. S. ....	Lumber and Fish Merchant .....	Dalhousie, N.B. ....	10,000

List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Monypenny, T. F. ....	Manufacturer .....	Toronto, Ont. ....	5,000
Moore, C. M. ....	Lumber Merchant .....	Woodstock, N.B. ....	5,000
Moore, D. R. ....	Physician and Surgeon ....	Stanley, N.B. ....	10,000
Moore, G. B. ....	Lumber Merchant .....	Woodstock, N.B. ....	5,000
Moore, S. H. ....	Commercial Traveller .....	Toronto, Ont. ....	5,000
Moore, S. J. ....	Mgr. Carter-Crume Co. ....	Toronto, Ont. ....	150,000
Moore, Jr., S. J. ....	Clerk .....	Toronto, Ont. ....	5,000
Morden, J. A. ....	Undertaker .....	Toronto, Ont. ....	5,000
Morgan, T. M. ....	Cement Manufacturer .....	Long Point, Que. ....	10,000
Morin, Jr., Jos. H. ....	Clerk .....	Toronto, Ont. ....	5,000
Morin, J. T. ....	Lumber Merchant .....	Montreal, Que. ....	5,000
Morissette, G. ....	Merchant Tailor .....	Quebec, Que. ....	5,000
Morley, F. G. ....	Broker .....	Toronto, Ont. ....	5,000
Morrisey, T. L. ....	Insurance Manager .....	Montreal, Que. ....	5,000
Morrison, A. ....	Barrister-at-Law .....	New Westminster, B.C. ....	5,000
Morrison, D. ....	Merchant .....	Toronto, Ont. ....	6,000
Morrison, M. A. ....	Dentist .....	Peterboro, Ont. ....	5,000
Morrison, R. H. ....	Commercial Traveller .....	London, Ont. ....	10,000
Morrow, W. G. ....	Manager Loan Company ..	Peterboro, Ont. ....	12,000
Mosher, H. E. ....	Bank Manager .....	Berwick, N.S. ....	15,000
Moshier, D. D. ....	Public School Inspector ....	Sarnia, Ont. ....	10,000
Moss, S. ....	Buyer, Departmental Store.	Toronto, Ont. ....	5,000
Mowat, Fred. ....	Sheriff York County .....	Toronto, Ont. ....	10,000
Munroe, G. P. ....	Dairyman .....	Winnipeg, Man. ....	10,000
Munroe, W. A. ....	Dairyman .....	Winnipeg, Man. ....	10,000
Murray, J. A. ....	Merchant .....	Toronto, Ont. ....	5,000
Murray, Dr. L. M. ....	Physician .....	Truro, N.S. ....	5,000
Musson, Dr. G. ....	Physician .....	Chatham, Ont. ....	5,000
Napier, R. M. ....	Acct., Bank of Montreal ...	Regina, Sask. ....	5,000
Neelands, T. D. ....	Manufacturer .....	Chicago, Ill. ....	6,000
Neilson, M. ....	Civil Engineer .....	St. John, N.B. ....	13,000
Neville, J. A. ....	Merchant .....	Halifax, N.S. ....	5,000
New, H. ....	Mfr. Sewer Pipes .....	Hamilton, Ont. ....	8,500
Newlands, A. F. ....	Teacher .....	Buffalo, N.Y. ....	10,000
Nicholls, F. T. ....	Gen. Mgr. Can. Gen. Elec. Co.	Toronto, Ont. ....	185,000
Nicholson, John ....	Photographer .....	London, Ont. ....	10,000
Nickson, J. J. ....	Contractor .....	Vancouver, B.C. ....	5,000
Niedringhaus, G. W. ....	Manufacturer .....	St. Louis, U.S.A. ....	10,000
Nordheimer, A. ....	Piano Mfr. and Merchant ..	Toronto, Ont. ....	5,000
Norfolk, S. ....	Blacksmith .....	Haileybury, Ont. ....	5,000
Northey, J. P. ....	Manufacturer .....	Toronto, Ont. ....	35,000
Northey, T. E. ....	Student .....	New York, N.Y. ....	5,000
Northup, W. C. ....	Wholesale Merchant .....	Halifax, N.S. ....	5,000
Notman, R. L. ....	Manager and Manufacturer ..	Flint, Mich. ....	10,000
Nourse, C. G. K. ....	Bank Manager .....	White Horse, Yukon ..	5,000
Oborne, J. ....	Gen. Supt. E. Div. C.P.R....	Westmount, Que. ....	20,000
Odell, W. F. ....	Druggist .....	Truro, N.S. ....	8,000
O'Mullin, J. C. ....	Barrister .....	Halifax, N.S. ....	10,000
Orford, Dr. T. C. ....	Physician .....	St. Georges, Gren., BWI.	5,000
Paddack, B. F. ....	Supt. of McKinnon Dash Co.	St. Catharines, Ont. ..	5,000
Page, T. J. ....	Physician .....	Toronto, Ont. ....	7,000
Palmer, F. C. ....	General Merchant .....	Dorchester N.B. ....	5,000
Palmer, Dr. G. H. ....	Medical Doctor .....	Dorchester, N.B. ....	5,000
Palmer, John ....	Manufacturer .....	Fredericton, N.B. ....	20,000
Palmer, J. J. ....	Pres. Toronto Type Foundry	Toronto, Ont. ....	5,000
Parker, W. L. ....	Lumber Contractor .....	Buckingham, Que. ....	5,000
Parkin, G. R. ....	Educationalist .....	Toronto, Ont. ....	10,000
Parkin, S. G. ....	Lumber Merchant .....	Lindsay, Ont. ....	10,000
Paterson, T. F. ....	Lumberman .....	Vancouver, B.C. ....	5,000
Pattillo, T. M. ....	Clerk .....	Truro, N.S. ....	5,000
Pattullo, J. B. ....	Lawyer .....	Dawson, Y.T. ....	10,000



# **List of Prominent Policyholders—Continued.**

NAME	OCCUPATION	RESIDENCE	AMOUNT
Pattullo, T. D. ....	Asst. Gold Commissioner .....	Dawson, Y.T. ....	7,000
Payzant, H. Y. ....	Student .....	Falmouth, N.S. ....	5,000
Peacey, A. G. ....	Manufacturer .....	Toronto, Ont. ....	10,000
Pearce, H. R. ....	Student .....	Marmora, Ont. ....	5,000
Pearce, T. E. ....	Traveller .....	Strathroy, Ont. ....	10,000
Pearson, Wm. ....	Real Estate .....	Winnipeg, Man. ....	5,000
Pearson, W. H. ....	Supt. Gas Company .....	Toronto, Ont. ....	10,000
Peebles, J. D. ....	Merchant .....	Stanley, B.C. ....	5,000
Pellatt, Sir H. M. ....	Stock Broker .....	Toronto, Ont. ....	20,000
Pember, W. T. ....	Merchant .....	Toronto, Ont. ....	5,000
Pentecost, A. L. ....	Merchant .....	Hamilton, Ont. ....	5,000
Percival, T. H. ....	Manufacturer .....	Merrickville, Ont. ....	25,000
Perfect, Dr. A. H. ....	Physician .....	Toronto Junction, Ont. ....	5,000
Peter, C. J. ....	Manager .....	Vancouver, B.C. ....	5,000
Phippen, F. H. ....	Barrister .....	Winnipeg, Man. ....	7,000
Pickett, J. K. ....	Asst. Sec. Imperial Life ..	Toronto, Ont. ....	8,000
Pitcher, C. S. ....	General Merchant .....	Bridgetown, Barbados. ....	5,000
Polson, N. C., Jr. ....	Student .....	Kingston, Ont. ....	6,000
Ponton, J. D. ....	Bookkeeper .....	Bocas del Toro, Pan. ....	5,000
Porte, T. J. ....	Jeweller .....	Winnipeg, Man. ....	5,000
Porter, Dr. G. D. ....	Physician .....	Toronto, Ont. ....	5,000
Porter, J. S. ....	Manager Provision Store ..	Toronto, Ont. ....	10,000
Poussette, A. P. ....	Lawyer .....	Peterboro, Ont. ....	5,000
Poussette, H. R. ....	Captain S. A. Constabulary	Sarnia, Ont. ....	5,000
Powell, H. H. ....	Plumber .....	Woodstock, Ont. ....	5,000
Powell, T. P. ....	Planter .....	Spanish Town, Jamaica ....	5,000
Price, Mrs. E. A. ....	Lady .....	St. John, N.B. ....	5,000
Pugsley, John ....	Merchant .....	Toronto, Ont. ....	12,000
Pye, A. C. ....	Merchant Tailor .....	Arnprior, Ont. ....	10,000
Rabe, Wm. ....	Farmer .....	Alexander, Man. ....	8,000
Rae, Wm. ....	Architect .....	Toronto, Ont. ....	5,000
Rainnie, J. G. ....	Insurance Agent .....	Halifax, N.S. ....	5,000
Rankin, A. D. ....	Merchant .....	Brandon, Man. ....	5,000
Ratz, A. E. ....	Miller .....	Tavistock, Ont. ....	5,000
Rayment, A. P. ....	Rancher .....	Edmonton, Alta. ....	5,000
Reardon, F. ....	Paint and Glass Merchant ..	Halifax, N.S. ....	5,000
Redington, John ....	Mine Manager .....	Cobalt, Ont. ....	5,000
Reid, C. M. ....	Merchant .....	Belleville, Ont. ....	5,000
Reid, J. F. ....	Commission Merchant .....	St. Louis, Ill. ....	5,000
Renfrew, A. E. ....	Merchant .....	Toronto, Ont. ....	5,000
Rennie, G. S. ....	Physician .....	Hamilton, Ont. ....	5,000
Rhodes, E. N. ....	Student at Law .....	Amherst, N.S. ....	10,000
Rice, O. F. ....	Bank Manager .....	Toronto, Ont. ....	15,000
Richards, D. ....	Lumberman and Mill Owner	Campbellton, N.B. ....	5,000
Richards, J. H. ....	Lumber Merchant .....	Boiestown, N.B. ....	5,000
Richardson, G. H. ....	Civil Engineer .....	Ottawa, Ont. ....	5,000
Richardson, W. ....	Dentist .....	Vancouver, B.C. ....	5,000
Rickard, W. H. ....	Farmer .....	Indian Head, Sask. ....	5,000
Riggs, Dr. H. W. ....	Physician .....	Vancouver, B.C. ....	5,000
Robinette, T. C. ....	Barrister .....	Toronto, Ont. ....	7,000
Robins, W. ....	Sec. Hiram Walker & Sons.	Walkerville, Ont. ....	5,000
Roche, D. ....	Merchant .....	Newmarket, Ont. ....	5,000
Rodriguez, J. P. ....	Venezuelan Consul .....	Port of Spain, B.W.I. ....	5,000
Roediger, R. ....	Newspaper Manager .....	Dawson, Yukon Ter. ....	6,000
Rogers, A. S. ....	Manager Elias Rogers Co.	Hamilton, Ont. ....	5,000
Rogers, C. K. ....	Proprietor Hotel Savoy ....	Toronto, Ont. ....	5,000
Rogers, F. J. ....	Dry Goods .....	Deer Park, Ont. ....	5,000
Rogers, H. E. R. ....	Real Estate Dealer .....	Winnipeg, Man. ....	5,000
Rogers, H. G. ....	Clerk, Wholesale Hardware.	St. John, N.B. ....	5,000
Rogers, J. B. ....	Hardware Clerk .....	Toronto, Ont. ....	7,500
Rogers, W. A. ....	Merchant .....	Brooklyn, N.Y. ....	60,000
Ross, A. M. S. ....	Clerk and Student .....	Portage la Prairie, Man	5,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Ross, A. W.	Insurance Agent .....	Winnipeg, Man. ....	6,000
Ross, H. ....	Barrister .....	Sydney, N.S. ....	5,000
Ross, J. H. ....	Stock Broker .....	Toronto, Ont. ....	6,000
Ross, J. K. M. ....	Child .....	Montreal, Que. ....	5,000
Ross, J. M. ....	Salesman .....	Portage la Prairie, Man. ....	5,000
Rounsefell, F. W. ....	Insurance Agent .....	Vancouver, B.C. ....	10,000
Rowan, W. R. ....	Commercial Traveller .....	Winnipeg, Man. ....	5,000
Rowell, N. W. ....	Barrister .....	Toronto, Ont. ....	5,000
Rowley, A. H. ....	Bank Manager .....	Kingston, Jamaica ..	5,000
Rumpel, G. ....	Manufacturer .....	Berlin, Ont. ....	10,000
Rumpel, O. E. ....	Manufacturer .....	Berlin, Ont. ....	10,000
Rundle, W. E. ....	Secy. National Trust Co. ....	Toronto, Ont. ....	5,000
Russel, R. K. ....	Civil Engineer .....	Pembroke, Ont. ....	5,000
Russell, F. R. M. ....	Barrister .....	Vancouver, B.C. ....	5,000
Russell, J. A. ....	Bank Manager .....	Windsor, N.S. ....	5,000
Russell, J. A. ....	Barrister .....	Vancouver, B.C. ....	11,000
Russill, V. A. ....	Crockery Merchant .....	Toronto, Ont. ....	5,000
Rutherford, W. A. ....	Commission Merchant .....	Toronto, Ont. ....	5,000
Ryan, M. P. ....	Provision Dealer .....	Toronto, Ont. ....	5,000
Ryckman, E. B. ....	Barrister .....	Toronto, Ont. ....	20,000
Ryker, E. G. ....	Broker .....	Montreal, Que. ....	10,000
Rymal, G. F. ....	Cannasser and Solicitor ....	Calgary, Alta. ....	5,000
Ryrie, H. ....	Jeweller .....	Toronto, Ont. ....	5,000
Ryrie, James .....	Jeweller .....	Toronto, Ont. ....	10,000
Salter, G. L. ....	Secy. National Trust .....	Winnipeg, Man. ....	5,000
Sands, W. W. ....	Physician .....	Kingston, Ont. ....	5,000
Sansom, D. ....	Lumber Merchant .....	Boiestown, N.B. ....	5,000
Saunders, B. D. ....	Bank Manager .....	North Toronto, Ont. .	5,000
Saunders, E. ....	Manufacturing Jeweller ....	Toronto, Ont. ....	35,000
Savage, R. L. ....	Commercial Agent .....	Montreal, Que. ....	5,000
Savarin, J. E. ....	Book and Stationery Store ..	Montreal, Que. ....	5,000
Scarlett, E. ....	Druggist .....	Oak Lake, Man. ....	7,000
Schetky, G. L. ....	Insurance Agent .....	Nanaimo, B.C. ....	5,000
Schlichter, C. ....	Medical Student .....	Toronto, Ont. ....	5,000
Schnare, C. W. ....	Manuf. Cream Separators ..	Montreal, Que. ....	5,000
Schooley, F. T. ....	Soap Manufacturer .....	Vancouver, B.C. ....	5,000
Scott, A. H. ....	Commission Merchant .....	Montreal, Que. ....	5,000
Scott, C. N. ....	Student .....	Listowel, Ont. ....	5,000
Seaton, D. T. ....	Clerk in Civil Service .....	Kingston, Jamaica ....	5,000
Setter, J. J. ....	Farmer .....	High Bluff, Man. ....	5,000
Seymour, W. H. ....	Insurance Manager .....	Hamilton, Ont. ....	5,000
Sharpe, C. A. ....	Glass Merchant .....	Montreal, Que. ....	5,000
Shaw, A. McN. ....	Manager, Imperial Life ....	Montreal, Que. ....	5,000
Shaw, H. B. ....	Manager, Union Bank .....	Indian Head, Ass. ....	5,000
Sheridan, A. ....	Cattle Dealer .....	Toronto, Ont. ....	5,000
Shields, A. S. ....	Salesman .....	Haileybury, Ont. ....	5,000
Shurly, R. F. ....	Twine Manufacturer .....	Toronto, Ont. ....	5,000
Shuttleworth, J. M. ....	President of Bow Park Co. ....	Brantford, Ont. ....	10,000
Simard, J. ....	Merchant and Agent .....	St. Jean, Que. ....	5,280
Simons, A. T. ....	Wholesale Merchant .....	Quebec, Que. ....	5,000
Simpson, D. G. ....	Civil Engineer .....	Bridgetown, B.W.I. ....	5,000
Simpson, D. B. ....	Solicitor .....	Bowmanville, Ont. ....	7,500
Simpson, H. H. ....	Farmer .....	Brandon, Man. ....	6,000
Sims, H. J. ....	Hatter and Furrier .....	Ottawa, Ont. ....	5,000
Sims, P. H. ....	Insurance Secretary .....	Toronto, Ont. ....	5,000
Simpson, F. C. ....	Wholesale Druggist .....	Halifax, N.S. ....	5,000
Sinclair, D. J. ....	Physician .....	Woodstock, Ont. ....	5,000
Sinclair, D. N. ....	Insurance Agent .....	Sarnia, Ont. ....	10,000
Smale, F. J. ....	Chemist .....	Toronto, Ont. ....	5,000
Smillie, N. C. ....	Medical Doctor .....	Montreal, Que. ....	6,000
Smith, A. E. ....	Wholesale Dry Goods .....	Halifax, N.S. ....	10,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Smith, G. H.	Secretary Canada Permanent	Toronto, Ont.	10,000
Smith, J. J.	Manuf. and Grain Merchant	Yorkton, Sask.	14,000
Smith, J. M.	Controller, Toronto Ry. Co.	Toronto, Ont.	7,000
Soper, E. N.	Imperial Bank	Ottawa, Ont.	5,000
Soper, F. G.	Traveller	Toronto, Ont.	5,000
Soper, W. Y.	Electrical Engineer	Ottawa, Ont.	10,000
Southam, G. H.	Student	Toronto, Ont.	5,000
Southam, R.	Printer and Publisher	Toronto, Ont.	5,000
Southam, W. J.	Bookkeeper	Hamilton, Ont.	5,000
Sparrow, J. M.	Manufacturer	Toronto, Ont.	10,000
Speight, T. H.	Manufacturer	Markham, Ont.	5,000
Spencer, D.	Merchant	Victoria, B.C.	25,000
Spencer, J. D.	Manager	Halifax, N.S.	20,000
Sprague, D. E.	Lumber Manufacturer	Winnipeg, Man.	10,000
Springer, F. B.	Prov. Mgr. Imperial Life.	Vancouver, B.C.	6,000
Squires, R. A.	Solicitor and Notary	St. John's, Nfld.	5,000
Stairs, H. B.	Barrister	Halifax, N.S.	5,000
Stanfield, F.	Woollen Manufacturer	Truro, N.S.	45,000
Stanfield, John	Woollen Manufacturer	Truro, N.S.	10,000
Stanyon, H.	Manufacturer	Toronto, Ont.	8,000
Stark, C. T.	Broker	Toronto, Ont.	5,000
Stark, H. L.	Broker	Toronto, Ont.	10,000
Stauf, E. A. H.	Real Estate and Mining Bkr.	Dawson, Yukon Ter.	5,000
Steacy, E. T.	Dry Goods Merchant	Kingston, Ont.	10,000
Stein, W. T.	Chartered Accountant	Vancouver, B.C.	6,000
Stephen, A.	Mayor of Halifax	Halifax, N.S.	5,000
Stevens, T. N.	Accountant	Toronto, Ont.	5,000
Stewart, A. D.	Physician	Fort William, Ont.	5,000
Stewart, D. R.	China Merchant	New Glasgow, N.S.	5,000
Stewart, J. W. W.	Sup. of Agencies, Imp. Life	Winnipeg, Man.	10,000
Strachan, W. C.	Mgr. Wm. Strachan Co.	Montreal, Que.	10,000
Stratford, J. E. H.	Manufacturer	Brantford, Ont.	5,000
Strathy, E. K.	Bank Manager	Medicine Hat, Sask.	5,000
Stratton, J. R.	Publisher	Peterboro, Ont.	5,000
Sudman, J.	Merchant Tailor	Vancouver, B.C.	5,000
Sullivan, E.	Hotel Keeper	Toronto, Ont.	10,000
Sumner, W. C.	Merchant and Miller	Truro, N.S.	5,000
Suteliffe, H. W.	Gentleman	Coutlie, B.C.	5,000
Sutherland, W. J.	Grocer	Winnipeg, Man.	5,000
Swayze, W. A.	Gentleman	Hagersville, Ont.	5,000
Sylvester, G. P.	Physician	Toronto, Ont.	5,000
Symington, T.	Merchant	Sarnia, Ont.	5,000
Tait, Joseph	Registrar Surrogate Court	Toronto, Ont.	5,000
Tanner, W. C. A.	Cigar Manufacturer	London, Ont.	5,000
Tassie, W. O.	Mgr. Casualty Ins'ce Co.	Winnipeg, Man.	5,000
Taylor, H. A.	Merchant	Toronto, Ont.	5,000
Tees, J. A.	Real Estate Broker	Vancouver, B.C.	10,000
Teskey, R. W.	Mgr. Bradstreets Co.	Toronto, Ont.	5,000
Thomas, F. T.	Accountant	Fredericton, N.B.	5,000
Thomas, F. M.	Hotel Manager	Toronto, Ont.	6,000
Thomas, W. D.	Accountant	Toronto, Ont.	5,000
Thompson, J. B.	Commission Merchant	Toronto, Ont.	6,000
Thomson, A.	Furniture Manufacturer	Hamilton, Ont.	5,000
Thomson, M. P.	Book Seller and Stat. Mcht.	Vancouver, B.C.	5,000
Thurrott, A. M.	Merchant	Newcastle Bridge, N.B.	5,000
Tillson, E. V.	Miller	Tillsonburg, Ont.	25,000
Tillson, G. W.	Miller	Tillsonburg, Ont.	25,000
Tobey, C. W.	Tanner	Collingwood, Ont.	5,000
Tobey, W. M.	Civil Service and Sur. Dpt.	Ottawa, Ont.	5,000
Tomlinson, T. R.	Farmer	Meanskiniobt, B.C.	5,000
Torrance, W. B.	Banker	Montreal, Que.	5,000



**List of Prominent Policyholders—Continued.**

NAME	OCCUPATION	RESIDENCE	AMOUNT
Torrey, R. H. ....	Stenographer .....	Dawson, Y.T. ....	5,000
Towers, R. I. ....	Lawyer .....	Barnia, Ont. ....	10,000
Treble, C. E. ....	Physician .....	Toronto, Ont. ....	10,000
Trenholm, W. C. ....	Merchant .....	Port Elgin, Ont. ....	5,000
Treuffet, J. ....	Rancher .....	Walsh, Sask. ....	5,000
Trickey, John .....	Hay Merchant .....	Montreal, Que. ....	7,000
Turner, C. M. ....	District Man., Imperial Life .....	Calgary, Alta. ....	5,000
Tyrrell, J. B. ....	Government Geologist .....	Ottawa, Ont. ....	8,000
Tyus, R. S. ....	Agent .....	Toronto, Ont. ....	5,000
Umphray, G. H. ....	Traveller .....	Chicago, Ill. ....	6,000
Uren, Dr. J. F. ....	Physician .....	Toronto, Ont. ....	5,000
Van Buskirk, J. F. ....	General Dealer .....	Fredericton, N.B. ....	5,000
Van Houten, W. J. ....	Insurance .....	Vancouver, B.C. ....	5,000
Vanzant, F. N. ....	Mgr. Atlantic Soap Co. ....	Toronto, Ont. ....	10,000
Verity, R. H. ....	Manufacturer .....	Toronto, Ont. ....	10,000
Verity, W. J. ....	Manufacturer .....	Brantford, Ont. ....	5,000
Villani, A. M. ....	Contractor .....	L'Annonciation, Que. ....	10,000
Vipond, A. E. ....	Physician and Surgeon .....	Montreal, Que. ....	10,000
Vipond, C. W. ....	Physician and Surgeon .....	Montreal, Que. ....	10,000
Wadsworth, J. A. J. ....	Agent .....	Ottawa, Ont. ....	5,000
Walcot, C. W. ....	Broker and Insurance Agent .....	Quebec, Que. ....	5,000
Walker, A. ....	Hardware Merchant .....	Indian Head, Sask. ....	10,000
Walker, B. E. ....	Bank Manager .....	Toronto, Ont. ....	20,000
Walker, F. H. ....	Distiller .....	Detroit, Mich. ....	25,000
Walker, F. ....	Grocery Merchant .....	Norwich, Ont. ....	5,000
Walker, J. H. ....	Distiller .....	Walkerville, Ont. ....	25,000
Walker, T. L. ....	Prof., Toronto University ..	Toronto, Ont. ....	10,000
Walsh, R. ....	Drover .....	Hastings, Ont. ....	5,000
Walsh, T. J. ....	Painting and Decorat. Mcht. ....	Halifax, N.S. ....	6,000
Ward, E. J. ....	Capitalist .....	Kentville, N.S. ....	10,000
Warnock, J. B. ....	Manufacturer .....	Galt, Ont. ....	5,000
Watson, G. H. ....	Barrister .....	Toronto, Ont. ....	15,000
Watson, R. ....	Minister Public Works .....	Portage la Prairie, Man. ....	10,000
Webb, T. H. ....	Secy. Man. Trusts Co. ....	Winnipeg, Man. ....	5,000
Webster, L. C. ....	Coal Merchant .....	Quebec, Que. ....	5,000
Weddall, C. H. ....	Merchant .....	Fredericton, N.B. ....	5,000
Weikel, C. B. ....	Singing Teacher .....	Troy, N.Y. ....	5,000
Wendling, A. ....	Hotel Keeper .....	Brockville, Ont. ....	5,000
Werry, T. W. ....	Civil Service Astronomer ..	Ottawa, Ont. ....	5,000
West, J. M. ....	Safe Manufacturer .....	Toronto, Ont. ....	10,000
West, W. N. ....	Safe Manufacturer .....	Toronto, Ont. ....	5,000
West, T. ....	Safe Manufacturer .....	Toronto, Ont. ....	5,000
Weston, George .....	Wholesale Baker .....	Toronto, Ont. ....	100,000
Wheeler, A. E. ....	Merchant .....	Toronto, Ont. ....	5,000
Wheeler, G. ....	Merchant .....	Toronto, Ont. ....	5,000
Wheeler-Bennett, J., ....	Produce Agent .....	Keston, Kent, Eng. ....	100,000
White, L. ....	Prop. Cafe and Restaurant ..	St. John, N.B. ....	5,000
White, W. T. ....	Mgr. National Trust Co. ....	Toronto, Ont. ....	10,000
Whitlaw, C. E. ....	Clerk .....	Caribou, B.C. ....	5,000
Whitney, H. M. ....	Merchant .....	Boston, Mass. ....	25,000
Wickins, Dr. A. E. ....	Physician .....	Hamilton, Ont. ....	5,000
Wickware, A. S. ....	Insurance Manager .....	Ottawa, Ont. ....	5,000
Wiley, J. M. ....	Wholesale and Retail Drug ..	Fredericton, N.B. ....	5,000
Willison, J. S. ....	Editor "The News" .....	Toronto, Ont. ....	6,000
Wilson, E. M. ....	Typewriter Dealer .....	Montreal, Que. ....	5,000
Wilson, G. I. ....	Merchant .....	Vancouver, B.C. ....	5,000
Wilson, H. G. W. ....	Barrister-at-Law .....	Indian Head, Sask. ....	6,000
Wilson, R. ....	Clerk of Works .....	Winnipeg, Man. ....	10,000
Wilson, Dr. T. ....	Physician .....	Vancouver, B.C. ....	5,000

# List of Prominent Policyholders—Continued.

NAME	OCCUPATION	RESIDENCE	AMOUNT
Wilson, W. G. ....	Mgr. U. S. Sales Book Co...	New York, N.Y. ....	10,000
Winch, R. V. ....	Proprietor Cannery .....	Vancouver, B.C. ....	7,000
Winters, Dr. G. A. ....	Physician .....	Toronto, Ont. ....	5,000
Wisner, C. E. ....	Bookkeeper .....	Toronto, Ont. ....	10,000
Witton, H. B. ....	Mgr. Tuckett Tobacco Fac'y	Hamilton, Ont. ....	5,000
Wood, Alfred .....	Sec.-Treas. "The World" ..	Toronto, Ont. ....	20,000
Wood, E. R. ....	Manager, Loan Co. ....	Toronto, Ont. ....	20,000
Wood, G. D. ....	Hardware Merchant .....	Winnipeg, Man. ....	5,000
Wood, G. H. ....	Bond Broker .....	Toronto, Ont. ....	5,000
Wood, James .....	Sec. Robert Simpson Co. ..	Toronto, Ont. ....	10,000
Wood, S. C., Jr. ....	Barrister .....	Toronto, Ont. ....	5,000
Woods, D. C. ....	Grocer .....	Halifax, N.S. ....	5,000
Woods, J. W. ....	Merchant .....	Toronto, Ont. ....	25,000
Wright, G. M. ....	Inspector, Acme Loan Co...	Toronto, Ont. ....	8,000
Wright, R. C. ....	Bank Manager .....	New Glasgow, N.S. ...	5,000
Wright, T. R. ....	Office Clerk .....	Toronto, Ont. ....	5,000
Wyatt, H. F. ....	Stock Broker and Fin. Agent	Toronto, Ont. ....	5,000
Yates, H. B. ....	Physician .....	Montreal, Que. ....	5,000

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 6

Published by the Imperial Life Assurance Co'y of Canada

(1-3-06)

## OUR ANNUAL REPORT

The Company's report for the year ending the 31st of December, 1905, will soon be published, and a supply will then be sent to every agent of the Imperial Life.

It is probable that no Canadian or American Life Company has ever before published such a full, complete and straightforward statement of its affairs. There has been a feeling that the annual reports of life companies in the past have not given as full information as to the character of their investments, the sources of their income, and the details of their expenditure as might be desired. In deference to that feeling, the Imperial Life has this year given the above information in minutest detail, even furnishing a list of every real estate mortgage, every stock and every security held by this Company as an asset. The whole report is a splendid canvassing document, and we want our agents to make the best possible use of it.



## **Prominent Policy Holders.**

Along with this issue of the AGENTS' NEWS is enclosed a Special Number containing a list of policyholders, who carry \$5,000 and upwards with the Company. It is unnecessary to point out that such a list should prove of very great assistance to our representatives in canvassing. When approaching a man who is unacquainted with this Company and its record, there is nothing that is more likely to inspire your prospect with confidence in the Imperial Life than to show him the long list of prominent men who have already demonstrated *their* faith in the Company's future. It is a good plan for the agent to go over the list carefully, ticking off the names that are known to him and known in his neighborhood. Then when a prospect commences to turn over the pages, the names which have been thus marked will naturally attract his attention. We have a fairly large supply of these lists on hand, and if any agent feels that he can use more of them, he has only to write a line to the Head Office.

## **Prepare Your Arguments.**

The life insurance canvasser cannot prepare his arguments too carefully. Let them be well thought out, well expressed, well illustrated. Ponder over the best methods of introducing them, developing them and *emphasizing* them. It may even pay you to elaborate upon several ways of expressing the same argument, for there are many men whose minds are so constituted that the full force of your reasoning does not strike them until it has been repeated more than once. Classify your arguments. Have them marshalled in well-ordered array within the recesses of your brain, ready for service when the time of action arrives.

Know your best arguments and rely upon them. This does not mean that you are always to employ the same arguments. All men are not alike. When you approach a prospect, you must use the reasoning that you think is best adapted to his particular circumstances. But in the main you must depend principally on the "old reliable" arguments that have served you so often before. They are the veterans and must bear the brunt of the fighting. If you meet with a reverse, use one of the old brigade to cover your retreat. If there is an attack to be pushed home, there are no others upon which you can so well rely.

We give on the opposite page some of the arguments that every agent *should be master of*. Note the italics. An agent may combine a thorough knowledge of his subject with the volubility of a gramophone, and yet fail to impress a prospect with his arguments. He is not *master of his arguments* unless he can make the prospect *feel* them as well as understand them. A mere acquiescence is not enough. The reasoning must be so emphasized and dwelt upon that the prospect will have a vivid realization of its truth and applicability to his own circumstances. The agent has not mastered the argument unless he can do this.

#### REASONS FOR INSURING YOUR LIFE.

1. Because it will provide for your family after your death.
2. Because it may mean an education to your children.
3. Because it will provide a competence for your support in old age.
4. Because it is almost the only absolutely safe investment.
5. Because it is one of the best ways of encouraging thrift and economy.
6. Because it gives you a chance to live up to your income.
7. Because it takes away the worry and anxiety from life.
8. Because you can get it cheaper now if you insure without delay.
9. Because you are in good health. Ill health would debar you from insurance.
10. Because if you do not insure, your money will probably be used in ways not nearly so profitable.
11. Because in the future you may have some one dependent on you, and will then need insurance. Secure it now when it is cheaper and you can better afford it.
12. Because you will be handicapped in the race of life unless you take advantage, as others have done, of this means of averting anxiety and worry.
13. Because by a single stroke of the pen you can contract for an endowment policy and thus at once add to your estate a sum which otherwise would require long years of saving.
14. Because life insurance is an investment which does not require any attention whatever between the premium due-dates. The Company looks after it for you.
15. Because it will protect your business.
16. Because it affords the most convenient way of disposing of your estate after death. No lawyers will grow rich at your expense if your will consists of life insurance policies.
17. Because it is not an expense but a saving.
18. Because it is an asset which is not affected by hard times or fluctuations of the markets.
19. Because it may mean to your family all the difference between poverty and riches—between drudgery and ease.
20. Because the shrewdest and most successful men in Canada, the United States and Great Britain, and the world over, have signified their appreciation of life insurance by taking out policies on their own lives for large amounts.

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Look not mournfully upon the past,  
It comes not back again. Wisely  
Improve the present, it is thine.  
Go forth to meet the shadowy future  
Without fear and with a manly heart.

## **A Timely Warning.**

A London man who slept in a barn when the thermometer registered 15 degrees below zero was arrested, charged with insanity. There are a number of fresh air fiends in this office who may take warning from this.

## **Agents have no Authority to Alter Policies and Receipts.**

Several instances have recently been brought to the notice of the Head Office, where representatives of the Company have assumed the responsibility of making slight alterations in policies or premium receipts. The alterations may appear to be unimportant and trivial, such as changing a misspelt proper name or correcting an obvious error in the amount of a premium, but we desire to point out that agents have no power to make alterations of any kind in any of the documents relating to the contract between the Company and the assured. We direct the attention of our representatives to the provision on the second page of the policy contract, which reads as follows :

“This policy, embracing everything contained on pages 1, 2, and 3 hereof, and the application herefor taken together constitute the entire contract with the Company, which **cannot be varied except by writing hereon signed at the Head Office by two of the Executive officers.** Any interlineations, additions or alterations must be attested by two of the said officers.” See also Section 88 of Rules and Instructions to Agents, where it is stated that “The Agent has no authority on behalf of the Company to . . . make, **alter**, or discharge any contract. . . .”

The proper course, when an error is discovered, is to return the documents in which the error occurs to Head Office. This involves some delay, but it is the only safe plan.

## **Re New Banking Arrangements.**

Attention is drawn to a change in the banking arrangements connected with the Daily Cash Reports. Heretofore, the money deposited in connection with these reports has been withdrawn from the outside points and placed to the credit of the Company in banks in Toronto. All accounts have formerly been paid either by cheque on the banks in Toronto, or by means of express money orders. Arrangements have now been made to pay accounts, wherever possible, by cheques drawn on the Company's bank accounts at the different agencies. We believe two advantages will result :

First. Some prestige arising from the fact that the Company has a current bank account at the different agencies.

Second. It should reduce the exchange charges considerably.

There are, no doubt, some villages and towns adjacent to the centres where the Company has a bank account, whose residents do their banking business at these centres. It is desired that our representatives send us the names of these places that we may pay any accounts due to those residing in these villages or towns by cheque on the bank account where the branch office is located.

Representatives will kindly note that the monthly bank statement will no longer be required. Arrangements are made whereby the Company will secure from each bank a certificate showing the balance to the credit of the Company at the end of each month.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 7

Published by the Imperial Life Assurance Co'y of Canada

(15-3-06)

## DON'T LET UP

A commission to investigate the condition of life insurance in Canada has at length been appointed, and no one should welcome that event more than the life companies and their representatives in the field. In place of vague rumours and reckless charges we are now going to have FACTS. Nothing could be more in the true interests of the Canadian Life Companies than to have a thorough examination of all their affairs and methods.

The last six months have been a trying time for all life insurance agents. They have had to encounter that difficulty which is the least easy for an agent to surmount—suspicion. In the face of these and other difficulties, the Imperial's representatives have done magnificent work. Our counsel to them at the present time is to continue as they have done in the past. Don't be discouraged. **DON'T LET UP.** It may be many months before the commission completes its task. That means many months more of difficulty and discouragement for life agents. Nevertheless refuse to be disheartened. Keep plodding away. Men need life insurance, and always will need it. Opportunities are ever with you if you will but seize them.

## A Half-Truth.

A Toronto newspaper recently made the discovery (?) that the Imperial Life has paid out more money in dividends to shareholders than in profits to policyholders, and straightway gave prominence to this information in its columns. We have no desire to deny the statement. It is a fact that the shareholders of this Company have received in dividends more than the policyholders have received in profits. The statement of the newspaper in question was the truth—but only half the truth. As a great poet has said,

“A lie that is half a truth, is the blackest of lies,  
For a lie that is all a lie may be met with and fought outright,  
But a lie that is half a truth is a harder matter to fight.”

The unfairness of that article will be seen clearly in the light of the following facts :

*First.* The writer of the article omitted to state that whereas the stock dividends represent all the payments that the shareholders have ever received, on the other hand the policyholders receive from the Company not only profits on participating policies but also other payments, such as death claims, matured endowments, etc. The following is a statement of the comparative amounts received by the shareholders and policyholders each year since the Company's inception :

Year.	Payments to Shareholders.	Payments to Policyholders.
1897 .....	None	None
1898 .....	None	\$14,595
1899 .....	None	9,123
1900 .....	None	35,662
1901 .....	None	45,541
1902 .....	\$27,000	52,036
1903 .....	27,000	70,737
1904 .....	27,000	83,829
1905 .....	27,000	112,431
Totals .....	\$108,000	\$423,954

So that the policyholders of the Company have in reality received nearly four times the amount that has been paid to shareholders, and with each succeeding year the payments to policyholders are rapidly increasing.

*Second.* The article ignored the fact that the vast majority of the Company's policies are on some one or other of the Accumulative Surplus or Deferred Dividend plans. The only policyholders who have yet received profits on their policies are the comparatively significant number who insured on the 5-Year Distribution plan during the years 1897 to 1900. As the Imperial Life started business only in 1897, there will be no profits due under Deferred Dividend Policies until 1907. According to the contracts, the Company has no power to pay profits under Deferred Dividend policies until the end of the Dividend Period selected by the policyholders themselves. If more Imperial policyholders, at the date of making application, had requested to have profits paid quinquennially, then the Company's payments of profits

would naturally have been larger during the last nine years. But as every agent knows, applicants usually apply for a 15 or 20 Year Accumulative Surplus Period, which is likely to give better returns than a shorter A.S. Period.

*Third.* We give in Table A the amounts of Capital Stock and Premiums on Capital Stock that have been paid in to the Company by its shareholders, with the dates of such payments. Column (5) shows the amount of the compound interest to 1st January, 1906, on these payments, the rates of interest used in the calculations being the same as the average rates actually realized by the Company. Table B shows the amounts paid as dividends to shareholders. These payments have also been accumulated at compound interest (the same rates of interest being used as before), and column (3) gives the amount of such payments with interest to 1st January, 1906.

TABLE A—INTEREST ON SHAREHOLDERS' CAPITAL.

(1) DATE.	(2) Capital Paid.	(3) Premium on Capital.	(4) Total amount paid by Shareholders.	(5) Interest at rate earned by Company to 1st Jan., 1906, on amount contributed by Shareholders.
15th July, 1897 . . . .	\$250,000.00	\$62,500.00	\$312,500.00	\$154,298.75
15th Oct., 1898 . . . .	2,070.00	517.50	2,587.50	1,106.01
15th Nov., 1898 . . . .	95,300.00	23,825.00	119,125.00	50,429.90
15th Dec., 1898 . . . .	102,630.00	25,657.50	128,287.50	53,783.12
Totals . . . . .	\$450,000.00	\$112,500.00	\$562,500.00	\$259,617.78

TABLE B—DIVIDENDS TO SHAREHOLDERS.

(1) Date of payment.	(2) Amount of Dividend paid.	(3) Total amount of Dividend, with Compound Interest, to 1st January, 1906.
1st April, 1902 . . . . .	\$6,750.00	\$8,228.42
1st July, 1902 . . . . .	6,750.00	8,121.52
1st Oct., 1902 . . . . .	6,750.00	8,016.00
1st Jan., 1903 . . . . .	6,750.00	7,911.86
1st April, 1903 . . . . .	6,750.00	7,809.08
1st July, 1903 . . . . .	6,750.00	7,707.62
1st Oct., 1903 . . . . .	6,750.00	7,607.48
1st Jan., 1904 . . . . .	6,750.00	7,508.65
1st April, 1904 . . . . .	6,750.00	7,410.22
1st July, 1904 . . . . .	6,750.00	7,313.08
1st Oct., 1904 . . . . .	6,750.00	7,217.21
1st Jan., 1905 . . . . .	6,750.00	7,122.60
1st April, 1905 . . . . .	6,750.00	7,027.57
1st July, 1905 . . . . .	6,750.00	6,933.80
1st Oct., 1905 . . . . .	6,750.00	6,841.28
1st Jan., 1906 . . . . .	6,750.00	6,750.00
	\$108,000.00	\$119,526.39



As will be seen from the foregoing statement, the Shareholders of the Imperial Life have put into the Company \$562,500. The interest earned by the Company upon this sum during the last nine years has amounted to \$259,617.78. The dividends paid to shareholders have, on the other hand, amounted only to \$108,000.00, or including compound interest, \$119,526.39. This proves conclusively that the shareholders of the Imperial Life—far from receiving an unduly large share of the Company's profits—have hitherto been allotted as dividends **less than one-half the interest actually earned by their invested capital.** The policyholders have not only received the benefit of the capital already paid in—which has proved an important factor in the upbuilding of the Company—but they have had the advantage of the security afforded by the \$550,000 additional unpaid capital which was subscribed by the shareholders, and for which they are liable at the Company's call.

### A Useful Suggestion.

*Mr. T. Bradshaw, F.I.A.,  
Secretary and Actuary Imperial Life,  
Toronto, Ont.*

March 2nd, 1906.

DEAR SIR,—I have been thinking several times of advising you of a plan I have adopted which has been very helpful to me. Instead of the Canvassing Book, which is now out of date, I have taken a blank book, the convenient size for inside pocket, into which I paste any items, which have appeared in the AGENTS' NEWS, such as, standing of our own company, articles on reserves, particulars of our charter, and comparisons with other companies. I always use this in my canvas, and find it very helpful and far ahead of any typewritten or other written memo. I could have. In this way I can arrange the arguments just as I need them, so that I can conveniently use them and have them always with me.

Yours very truly,

H. B. ANDREWS.

### Dwell on Your Strong Points.

You have almost always noticed in canvassing a "prospect" that there are certain features of the proposition which you have to offer that particularly impress him. They may not be the features that *you* consider the most attractive. They may be points which you did not expect to count for much. Nevertheless the fact remains that some of your arguments, from the "prospect's" standpoint, are more forcible than others,—and your aim must be to discover what particular arguments these are that impress your client most. You can generally tell when an argument has struck home. Sometimes by a word of assent, a comment, a pertinent question even, your man will show that he is impressed and interested. Make a mental note of the fact then and there. Remember which of your arguments it was that apparently appealed to him, and *work that argument for all it is worth.* Do not allow yourself to be sidetracked by entering into discussions or explanations of minor features of the policy, but keep harping on your strong points.

Just here many an agent blunders. He gets his client interested, he has an opportunity of ascertaining which of his arguments the client is most impressed by, he feels that he is gaining ground, and yet—he fails to close the

business. Why? In nine cases out of ten, simply because, instead of sticking to his strong points and "rubbing them in," he allows the discussion to wander off along other lines. Then the newly-awakened interest of the prospect dies away, and when the agent attempts to recover the lost ground, he finds himself unable to do so.

Occasionally a "prospect" will put forward an objection that is hard to meet. For instance he may say that his money will be "tied up" if he placed it in insurance. There are several ways in which you may combat this argument, but the chances are that your purposes will be best served by *harking back to your strong points*. There you are sure of your ground, and so long as you stay there, you have the "prospect" at your mercy.

### **Re the Annual Reports.**

These reports have now been published, and every policyholder of the Imperial Life has received a copy. A supply of the Reports has also been forwarded to each of our District Managers and District Agents, to be distributed by them among our local representatives. Each Manager and District Agent has also received a supply of envelopes, specially made for the purpose of mailing the Reports. Further supplies of either envelopes or reports will be forwarded upon request, but kindly do not ask for more than you can use. We presume that our representatives are aware that an Annual Report, when enclosed in an unsealed envelope, with the flap folded in, can be mailed for a cent to any address in Canada.

### **List of Prominent Policyholders.**

We counted on sending out the enclosed lists along with the last issue of the AGENTS' NEWS, but it was afterwards decided to hold them over and forward them along with this number.

### **The Canvassing Book.**

The Imperial's canvassing book contains *a mine of information* regarding the Company which you represent. To get the full advantage of it, you should read it over frequently, and make yourself a complete master of its contents. Any agent who has the information contained in this book at his finger ends ought to be able to win a victory for the Imperial Life anywhere and against any odds. The facts and figures given are incontrovertible and unassailable. If you can only transfer those facts *from yourself to your prospects*, there is nothing that can prevent you from writing applications.

In a recent number of the AGENTS' NEWS, we directed the attention of our representatives to the importance of emphasizing the liberality and simplicity of the Company's policy contract. The canvassing book (pages 36-48) gives an excellent summary of the strong points of the Imperial's policy.

As mentioned by Mr. H. B. Andrews in his letter which appears in this issue, some of the original figures given in the canvassing book are now out of

date. The AGENTS' NEWS has published from time to time new tables to take the place of those given in the canvassing book. By following Mr. Andrew's plan of cutting out such articles and pasting them in a pocket scrap-book an agent is enabled to keep his canvassing book up to date. It is probable that within a few weeks a supplementary number of this paper will be issued containing a summary of the most striking comparisons that have appeared in the AGENTS' NEWS during the last six months, and also supplying the latest available figures to take the place of those given in the canvassing book.

### **Honor Roll "A" for February.**

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

- (A) In regard to the amount of new assurance accepted in the month.
- (B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
C. A. Crysdale, Winnipeg, Man....	\$21,500	1	\$689.95	2	2
J. A. Robinson, St. Johns, Nfld....	17,000	2	636.60	3	2
J. W. Ney, Port of Spain, Trinidad.	16,750	3	773.55	1	1
J. F. Gilmour, Ottawa, Ont.....	13,000	4	326.05	6	1
J. C. Gass, Halifax, N.S. ....	12,000	5	260.60	9	2
I. Taylor, London, Ont.....	10,000	6	336.75	4	2
Dr. D. Lowrey, Toronto, Ont .....	9,000	7	335.85	5	2
J. F. Best, Brandon, Man .....	9,000	7	282.10	8	2
H. B. Andrews, Stratford, Ont....	8,000	9	284.00	7	1
F. B. Springer, Vancouver, B.C....	7,500	10	205.40	11	2
J. J. Gardiner, Cornwall, Ont.....	6,000	11	211.55	10	2
A. W. Ross, Winnipeg, Man .....	5,000	12	194.65	12	2
J. B. Cooke, Kingston, Ont.....	5,000	12	194.35	13	1
N. A. St. Julien, Rigaud, Que.....	5,000	12	142.05	14	1

### **Honor Roll "B" for February.**

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
P. P. Pickering, Jamaica, B.W.I....	\$8,500	1	\$528.10	1	1
Manton and Hart, Jamaica, B.W.I..	5,000	2	288.90	3	1
P. Dumoret & Co., Trinidad, B.W.I.	4,250	3	336.85	2	1
C. E. Pye, Halifax, N.S.....	3,000	4	163.10	4	1
W. H. Bessey, Toronto, Ont.....	3,000	4	80.25	5	1



## Standing of Agencies, February, 1906.

1. Winnipeg	10. Jamaica	19. Brandon
2. Trinidad, B.W.I.	11. Stratford	Victoria
3. Ottawa	12. Kingston	21. Sarnia
4. Head Office	13. Guelph	Petrolia
5. Montreal	14. Fort William	Edmonton
6. Newfoundland	Brockville	24. Hagersville
7. Halifax	Orillia	25. Brantford
8. London	17. Calgary	Charlottetown
9. Vancouver	St. John	

## Notes and Comments.

**Mr. C. A. Crysedale** has been doing excellent work the last few weeks and deserves his position at the head of the list. Incidentally, he played a prominent part in placing Winnipeg on the top rung of the ladder.

Don't permit a prospect to excuse himself from insuring until the investigation is finished. Royal Commissions are proverbially slow and your man may be dead in the meantime.

**Mr. J. A. Robinson's** work during the last two months is worthy of remark. Since the first of the year he has written \$42,000 of good business.

**Mr. J. W. Ney** stands first in amount of premiums, and third in amount of applications. This represents a hard month's work, and we congratulate Mr. Ney on his excellent results.

The very fact that life insurance is being investigated is one of the strongest reasons for insuring *now*. If the Canadian life companies have been honestly conducted, well and good. If otherwise, the needful reforms are sure to be made. In either case, the future of life insurance from a policy-holders standpoint was never so safe or so certain as at the present time.

West Indies captured the first three places on Honor Roll "B." **Mr. Pickering**, especially, did good work in February.

Twenty-two names on Honor Roll "A" in January. Fourteen names on Honor Roll "A" in February. What happened to the other eight?

"The heights by great men reached and kept,  
Were not attained by sudden flight,  
But they, while their companions slept,  
Were toiling upward in the night."

## Hints to the Uninsured.

Even the most anxious for business will not insure your house if it smells of smoke, and none insure the lives of sick men. The insurance office is open for those who are well enough to get there, and smart enough to get there in time.

Men in their graves are there to stay. There is no return from the dead to correct mistakes or to do a little more for the family. Insurance must be attended to in life.

Putting off insurance is like waiting for a rising river to run by. The longer you wait, the smaller becomes the opportunity to cross.

You cannot always keep secret the neglect of life insurance. It generally comes out when a man is mean to his family.

"Having to die to win" is one of the mouldy objections to life insurance. It is neither funny nor fair. You must die, and why not win?

A dead man works a long time after death, if insured; for thus his family receives the wages he did not live to earn.

Will your widow dress as well as your wife does?

You will be gone a long time when you go for good, and the family will require three meals daily just the same as now.

The one who killed the goose that laid the golden egg was no more foolish than she who persuades her husband to avoid or abandon life insurance for her benefit.

Suppose you were the wife and she the husband, and you knew what thin ice he was skating on, wouldn't you advise and insist on insurance?

Glance at the glass and learn if you can look yourself squarely in the eye. If you have a family but no insurance, we think you will not like the reflection.

When protection is bliss it is folly to be uninsured.

One of the worst of the sins of omission is the failure to take out life insurance.

If it is hard work, as you claim, for you to support your family, do you imagine it will be any easier for them to take care of themselves without you?

If your will is in the shape of a policy in the Imperial Life, no lawyers will increase their bank accounts at the expense of your estate.

All single men should remain such so long as they are uninsured. The man who will not insure for the benefit of his wife, doesn't deserve to have one.

Some men fail to insure on account of poor health—and others on account of pure meanness.

The man nowadays who leaves his family with nothing is hardly worthy of forgiveness, and will be disagreeably remembered. "A stain on the reputation is a stain forever; it may be forgiven, but it is never forgotten."

When you insure your life for the protection of your family after you have passed the Great Divide, you are guilty of a noble act. Don't be afraid to plead to the indictment.

The widow who will offer to return the money because it was a mistake for her late husband to insure his life has never been heard of. And it is quite safe to predict that she never will.

You will graduate from the school of experience if you die uninsured, but your family will have to pay for your tuition.

### **He Never Does It.**

Why is the man who "is going to insure" like the man who "can drink or leave it alone?"

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 8

Published by the Imperial Life Assurance Co'y of Canada

(1-4-06)

## JUST A FEW WORDS

To our representatives about the insurance commission now in session. Enough progress has already been made by the commission to render it evident that the life companies are going to be subjected to a most thorough test. The minutest details of their operations are required to be made public. Every transaction entered into during the past fifteen years will be disclosed. It is probable that no other business has ever, in the history of this or any other country, been required to undergo so searching or inquisitorial a scrutiny.

It will be evident to all that the information now being made public affords abundant opportunity for misrepresentation and distortion of facts. Certain newspapers are taking full advantage of this opportunity and apparently are doing their best, by fair means or foul, to bring disrepute upon the life companies of this country. In the last issue of the Agents' News we exposed a glaring instance of misrepresentation which had as its object the discrediting of our own Company.

Even more dangerous than the irresponsible statements of newspapers of that ilk is the widespread ignorance that prevails upon life insurance topics, often among those who are particularly well-informed on other subjects. Some of the best-meaning and presumably most intelligent journalists in the country have penned paragraphs during the last few months that are positively ridiculous owing to their evident ignorance of the most elementary rudiments of the life insurance business. Before writing upon any other question, these men would probably take some pains to secure a little information upon the subject ;



but in these latter days anybody deems himself competent to expound the principles and practice of life insurance in all its complexities and give pointers to men who have spent their lives in studying the business. Verily a little knowledge is a dangerous thing, and the truth of the maxim was never less in question than at the present time.

At this juncture a great responsibility rests upon all life insurance agents. The commission is composed of careful and experienced business men, who will not act until they have the facts, and who can distinguish facts from fiction. But with the general public the case is different. They secure only imperfect reports of the proceedings of the commission, and are often at a loss to interpret the significance of the evidence that they read. The Canadian Life Insurance Companies look to their agents throughout Canada to prevent the public from being stampeded by so-called "revelations," "disclosures," "sensational developments," according to the newspaper jargon with which we are now so familiar. When the smoke clears away and "the shouting and the tumult dies," we fancy that very much of the excitement will prove to have originated in the fertile imaginations of a few bright newspaper reporters.

### Ratio of Assets to Liabilities.

The following statement shows the ratio of Assets to Liabilities to Policyholders in the case of the principal Canadian Companies as given in the latest Government Blue Book. \*Only Companies having upwards of \$5,000,000 of insurance in force are included :

Company	Total Liability to Policyholders	Total Assets	Ratio of Assets to Liability to Policyholders
Canada. . . . .	\$26,408,650	\$29,064,599	1.10
Confederation . . . . .	9,519,733	10,352,123	1.09
Dominion. . . . .	746,553	953,852	1.28
Federal. . . . .	1,894,792	2,148,773	1.13
Great West . . . . .	1,977,612	2,557,983	1.29
<b>Imperial . . . . .</b>	<b>1,768,706</b>	<b>2,406,481</b>	<b>1.36</b>
London. . . . .	1,498,079	1,643,184	1.10
Manufacturers. . . . .	5,255,077	6,112,345	1.16
Mutual . . . . .	7,355,172	8,220,530	1.12
North American . . . . .	5,558,761	6,231,000	1.12
Sun Life . . . . .	15,985,970	17,851,761	1.12

It will be observed that in this statement the Imperial Life easily leads. If the Liability to Policyholders had been computed according to Government standards instead of on the more stringent basis adopted by the Imperial Life, it would be found that this Company holds \$146 of securely invested assets for every \$100 of liability to policyholders. It will be understood that this comparison is not made with any intent to disparage our competitors, but simply to show the unexcelled security of the Imperial's position.

### From the Montreal "Witness."

The yellow press of Canada has begun a similar campaign to that which was pursued by the yellow press of the United States all through the course of the insurance investigation there. Everything done by the insurance companies, no matter how innocent, ordinary or necessary, was distorted and misrepresented as extraordinary and evil by the United States yellow journals, especially in their headings and editorially, and a few of the Canadian news-

## EXPLANATIONS AND CORRECTIONS

# Re Imperial Life

IN CONNECTION WITH

## Royal Commission on Life Insurance

**D**URING the sittings of the Royal Commission on Life Insurance now in progress the affairs of every life office will come under critical review, and will be made public through the press. Unfortunately, the reports of the newspapers are not always correct. Moreover, at the best, they give only a partial report without explanation. It will be our endeavor to take the earliest opportunity to acquaint our representatives with the facts, to point out errors and to give all necessary explanations.

### Re Agents' Balances.

One of the Toronto papers published the following regarding the Imperial Life :

*"An item of \$9,512, representing losses on agents' advances, was covered by writing up stocks,"*

The facts, as given on page 225 of the Government Blue Book for 1904, are as follows :

First : The Company wrote off from its assets during 1904 agents' advances amounting to \$9,512. This was done in order to avoid counting the \$9,512 among the Company's assets. Most of the other Canadian companies take credit in their annual statements for agents' ledger balances as an asset (see page civ of Blue Book for 1904), and the fact that the Imperial Life does not do this is simply a proof of its conservatism.

Second : The Company took credit in the same report for "ledger value of bonds written up, \$3,738.07." Between this item and the other of "Agents' Advances written off, \$9,512," there existed not the slightest connection whatever.

### "Not Taken" Policies.

The evidence relating to this subject was incorrectly reported by some newspapers and misunderstood by nearly all of them, as the following extracts will show :—

From the *Toronto World* :—

"Recently Mr. Blackadar reported that some companies return as new business actually paid for those policies for the first premiums on which the insured had merely given promissory notes instead of cash—a frequent device of agents desperately anxious to get commissions, whether the business "materializes in cash, or not."

"The North American Life and the Imperial Life each report \$600,000 worth of new policies not paid for. In the following year these policies are shown as terminated."

From the *Toronto News* :—

"Mr. Blackadar's testimony that at least two of the larger companies have resorted to the practice of unduly swelling their returns of new business obtained does not conduce to confidence in insurance statistics. In these cases the annual statements of policies issued were made to include those for which notes, instead of cash premiums, were

accepted. When the notes failed to be met at maturity these policies had to be written off to the extent of hundreds of thousands of dollars. The companies accused of this practice are amongst the most prosperous of all those doing business in Canada, and they therefore have all the less excuse for resorting to this method of inflation."

In the printed blanks sent out by the Insurance Department to all Canadian Life offices the following question is asked :

*Number of new policies reported during the year as taken?*

It has been the practice of this Company, and we understood it was the practice of all other offices, to answer the question literally. We included all policies *issued and taken* in respect of which the first premiums had been paid in cash or by note. An Imperial policy is in force when delivered and note or cash received for first premium; consequently the return made by us and other Companies was in accordance with the facts. If the blanks had asked for "new policies reported during the year as taken and paid in cash" the information would have been duly furnished. As will be seen from the following transcript of the evidence, the returns made by the Imperial Life to the Insurance Department were similar to those of other Companies :

"Q. Now, the next matter I am going to ask you about is a matter which is dealt with in a report of yours which is stamped the 14th February of this year. It is headed "Items in return." To what company does that relate, or what companies? A. *It will relate to all the companies practically. It does not relate to any particular company; only two special companies are mentioned.*

Q. The two special companies being the Imperial and North American? A. These had happened to come under my own view just previously to my writing the memo.

Q. What treatment is given in respect of these policies marked "taken," where a note has been taken and no cash passed? What treatment is made in the Company's books and in the return? A. Where a note has been taken and no cash?

Q. Yes? A. It is entered in the return under outstanding premiums in the assets.

Q. That is, taken in as an asset under the head "Outstanding premiums"? A. Yes.

Q. Then when the note matures and is not paid, what entry is made in the books about that? A. There would be a reversed entry.

Q. That would be written off? A. It would be written off the premium account.

Q. Is there any treatment of the reserve in respect of these suspended policies? A. They are treated as if the premium had been paid and there is full reserve, and from that it is carried into the liability."

## **Government Deposit.**

Owing to what may have been a typographical error, the *Toronto World* recently gave prominence on its front page to this statement :—

*"The Imperial Life asked to reduce its deposit by \$150,000. Mr. Fitzgerald had no alternative but to submit."*

A couple of days later the paper in question inserted a four-line correction at the foot of a column as follows :

*"In Thursday's World a paragraph beginning 'The Imperial Life' should have read 'If the Imperial had asked to reduce its deposit, etc.'"*

The fact is that the Imperial Life never asked for the release of such deposit.

The following is a transcript of the evidence before the Royal Commission :—

Q. Then let us consider the Canadian companies and their deposit of \$50,000 for the present. A company pays in \$200,000 or \$300,000, where \$50,000 is required under the Act, and then the Company makes application to you to repay to it a portion or all of the excess that has taken place? A. It has occurred.

Q. In a large amount such as \$100,000 or \$200,000? A. No, I do not think so.



Q. What is the largest amount that you now remember has been returned to a company? A. Well, I would scarcely like to speak from memory. Say a Company having a large deposit as the Imperial here has, three or four times as much, I do not think there would be any hesitation to pay that Company if it really urged it, the additional \$25,000. They have a deposit of \$225,000; I would not have any hesitation in surrendering the additional \$25,000. *They would still have four times as much as they are required to have.*

Q. Supposing they asked for \$150,000 out of that? A. I do not think I would have any alternative but to let them have it. I would do it very reluctantly.

Q. Has any such amount ever been asked? A. I think not. *I think I am quite safe in saying there has not been.*

### **Metropolitan Bank Stock.**

The following statement recently appeared in the *Toronto World*:

*"The Imperial Life has loaned \$170,000, secured only by \$100,000 par value of Metropolitan Bank Stock."*

The following correction appeared later in the same paper:

*"In the report of Wednesday's proceedings before the Insurance Commission, telegraphed from Ottawa, it was stated that the Imperial Life had loaned \$170,000 on Metropolitan Bank Stock, the par value of which was \$100,000. While this is literally true, the market value of the Metropolitan Bank Stock, on which the loan was guaranteed, is \$200,000. We are very glad thus to enlarge the telegraph report."*

The fact is that a loan of \$170,000 was made on the security of Metropolitan Bank Stock, the market value of which at the date of the above report was \$200,000, or \$30,000 in excess of the amount loaned by the Company. It may also be mentioned that the loan was what is termed a Call Loan, that is repayable at the call of the Company or at the pleasure of the borrowers. Acting upon their right the borrowers repaid some short time ago the full amount of the loan with interest. At the present time the market value of the security is over \$200,000, but the Company is not now interested in it.

### **Dominion Coal Stock and Dominion Iron and Steel Bonds.**

There had been expectations that the investment powers of life offices, as contained in the Insurance Act, would be revised and that the above securities as well as others would be included in such revision. Representations had been made to Government and conferences held with the Hon. Minister of Finance and the Superintendent of Insurance on the subject. The Company anticipated the revision referred to and bought securities of the above companies. When it was realized that enlarged powers would not likely be granted, the Company disposed of both of these two securities, the market price of which in the meantime had declined, resulting in \$10,684.23 less being obtained for them than their purchase price. When the Superintendent of Insurance intimated by letter 10th March, 1904, that, in his opinion, the securities purchased did not come within the Investment Clause of the Act, and that the Directors were personally liable for the loss mentioned, the following letter was immediately written to the Superintendent:

March 12th, 1904.

W. Fitzgerald, Esq., M.A.,  
Superintendent of Insurance, Ottawa, Ont.

DEAR SIR,—I have your esteemed favor of the 10th inst., in reference to an official examination of the affairs of this Company. In reply, I beg to say that the matter will receive early and careful consideration.

Yours very truly,

T. BRADSHAW,  
Secretary.

Some short time later, after the amount had been received by the Company, the following intimation thereof was addressed to the Superintendent :

June 20th, 1904.

*William Fitzgerald, Esq. M.A.,  
Superintendent of Insurance, Ottawa, Ont.*

DEAR SIR,—Referring to your communication of the 10th of March, 1904, I beg to say that the amount, \$10,684.23 has been received by this Company.

Yours very truly,

T. BRADSHAW,  
*Secretary.*

In the conduct of a somewhat extensive business, errors of judgment, no matter how good the motives may be, will occasionally creep in. In the particular matter under review, it is realized that the excuse that the Company did not lose a dollar is not a complete answer or vindication, but there is considerable satisfaction in knowing that financially the policyholders did not suffer any loss whatever.

As will be observed from the detailed statement of assets published in the Company's last annual report, the investments of the Company are all strictly within the terms of the Investment Clause of the Insurance Act.

papers are following their example. The normal fact that an insurance company estimated its securities as of different values at different times, "wrote them off," "wrote them up," and "wrote them down," is placarded all over these papers as if it were a monstrous proceeding, the very extreme of wickedness; whereas, every bank, every financial and commercial institution, is doing the same thing all the time. All investments in bonds and stocks have a liquid quality, and rise and fall according to their condition and the state of the market, and must be set down as of different present market value almost every time a balance sheet is made out. Every bank has among its collateral many securities of uncertain value with which it does not encumber its books until their value is established, and when any shade of uncertainty attaches to any it is, if the bank can afford it, removed from the active list. No public bank or private business should be brought under popular condemnation by such licensed detraction as this. This is done under pretence of defending the public's interest at the very time when these are being wilfully injured.

### **Talk One Plan.**

The agent who confuses his customer by a lengthy explanation of half a dozen plans is not likely to secure an application. If he is lucky enough to do so, the chances are that the customer has not a very clear conception of the contract he has chosen, and when the agent comes to deliver the policy, he may be confronted with the declaration, "This isn't the policy you described to me." The poor man has probably been so confused by the agent's talk, that he has jumbled together in his mind the features of two or three different policies.

If possible secure beforehand such information about the age, circumstances, etc., of your prospect as will enable you to fix upon some particular plan in advance. Having once fixed upon that plan, do not obscure your arguments by dragging any other policy into the discussion. The agent who offers only one plan is never confused in his own mind as to what he shall talk about. Not being confused in his own mind, he does not confuse his prospects. This is an important point.

Perhaps more sales of insurance have been spoiled by putting the prospective customer in doubt as to what policy he shall choose, than by all other blunders agents have made. Indecision of any kind is fatal to action. Indecision ruins the agent's chances. He should endeavour to make it as easy as possible for his prospect to decide. Therefore, talk only one plan.

### **The Security of Life Insurance.**

A life insurance company is safer than a bank. Why? For this reason. The cause that has produced most bank failures has not been insolvency. In the majority of cases, the bank, if given time to realize upon its assets, could have paid its creditors in full. But there came a panic, a run upon the bank, the bank had its money tied up in investments of various kinds, and was unable to meet its obligations at once. From the nature of its liabilities, a life insurance company has evidently no cause to fear a sudden accumulation of claims, such as has proved fatal to many a bank. Its death losses come one at a time, periodically, gradually—even regularly. It can take advantage of desirable investments, such as municipal debentures, that require twenty, thirty and even forty years to mature, and that guarantee the investor a good rate of interest during all that period. It can gauge with sufficient exactness the amounts that will require to be paid out in death claims for many months and even years in advance. The most wide-reaching panic, the most serious periods of financial stress bear less heavily on a life insurance company than on any other of the financial institutions of modern times.



A life insurance company is safer than a fire insurance company. After the great Toronto fire in 1904, some of the strongest fire insurance companies were so disastrously affected that their shareholders were called upon to subscribe many hundreds of thousands of dollars additional stock. The "conflagration hazard" is the great bugaboo of the fire insurance companies. By no possible chance could a life insurance company incur such a loss as that which almost overwhelmed some of the fire companies in 1904. Can anyone imagine such a contingency as, for instance, all the inhabitants of a whole county being carried off by death in a single week? Such a thing is incredible. The illustration will give a good idea of the security of the foundation upon which the life insurance business rests as compared with fire insurance.

**No legal reserve life insurance company has ever failed from the first beginnings of the business in Canada.** Can the same be said of banks, of loan companies, of trust companies, of fire insurance companies, **or of any other business under the sun?** A great British financier, Prof. De Morgan has said, "There is no financial institution whose security approaches even remotely to that of a well-conducted life insurance company."

### The Annual Report.

Our representatives evidently are realizing the importance of the Report as a canvassing document. We are constantly receiving from agents and policyholders letters expressing appreciation of the frank and full statement of the Company's investments contained in the Report. At this particular crisis when agents are finding it difficult to stem the tide of misrepresentation and criticism, the Annual Report cannot fail to give invaluable assistance. It contains plain, straightforward, unvarnished statements of FACTS—and facts (when given a chance) will easily outweigh any number of columns of scare headlines and garbled newspaper reports.

We reproduce below a few typical letters received at this office:—

*Mr. J. B. Cooke,  
Kingston, Ont.*

ALBERT CITY, IOWA.

MY DEAR FRIEND,—I am enclosing U.S. Ex. Money Order No. Y396579 made payable at Kingston for my premium on policy No. 3556 which is due April 1, 1906.

We received from the head office the Annual Report for 1905 last night, and after examining it think it should inspire confidence in the Company. We believe a complete statement of where all the money of the Company is invested is opportune, considering the scandals of the "Big Three" of New York in using the policyholders money to gamble on the stock exchange.

Yours very truly,

B. B. BRIDGE.

*F. G. Cox, Mgr.,  
The Imperial Life Assurance Co.,  
Toronto, Ont.*

HELENA, Montana, March 16, 1906.

DEAR MR. COX,—I am this morning in receipt of the Annual Report of the Imperial Life for 1905 and think you are to be congratulated on the good showing made.

Yours very truly,

C. E. A. CARR.

Mr. Carr was the General Manager of the London Street Railway Co., and is now connected with important Street Railway interests in Montana.

*T. Bradshaw, Esq.,  
Sec'y, Imperial Life, Toronto, Ont.*

ST. JOHN, N.B., March 15, 1906.

DEAR SIR,—We have received the Annual Report for 1905, and I wish to express my appreciation to Head Office for placing in our hands such a valuable and interesting report.

The President's and Vice-President's remarks are both interesting and instructive, and should be of great benefit to the field staff and Company generally, and the public will, I believe, appreciate the full statement of the Company's investments.

Yours very truly,

W. A. GIBSON,  
Provincial Manager.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 9

Published by the Imperial Life Assurance Co'y of Canada

(15-4-06)

## OPPORTUNITY.



“They do me wrong who say I come no more,  
When once I knock and fail to find you in;  
For every day I stand outside your door,  
And bid you wake, and ride to fight and win.

“Wail not for precious chances passed away,  
Weep not for golden ages on the wane!  
Each night I burn the records of the day;  
At sunrise every soul is born again.”

## Ordinary Life.

As a rule, the Ordinary Life is not a good plan upon which to canvass young men. The premiums are low, it is true, but a young man in good health is not often favorably impressed by a plan which requires payment of premiums throughout life, perhaps for 50 or 60 years. Applicants of this class are more strongly attracted by the limited payment plans, under which the assured has a guarantee that he will be called upon to pay only a definite number of premiums, even if he should live to be 100.

Nevertheless there are exceptions to every rule, and where a young man wishes to obtain insurance at the lowest possible cost, it is sometimes advisable for the agent to talk the Ordinary Life Plan. For example, at age twenty the annual premium for \$1,000 is \$19. This is very cheap insurance, and it will be seen that the assured must live to pay at least 53 premiums before his payments exceed the face value of the policy. But we are taking no account of the surplus earned by the policy, which, if taken in cash would form a large percentage of the premiums paid; or if taken in paid-up insurance would, in 53 years, probably increase the policy to more than double its original amount; or if taken as a life annuity and applied in reduction of premiums would, in time, more than suffice to wipe out the remaining premiums on the policy.

Or if the assured decides to discontinue his policy at the end of twenty years, he may :

1. Take the total cash value of his policy, consisting of

(a) Full Reserve, Guaranteed.....	\$211.00
(b) Surplus, estimated .....	178.00
	<hr/>
Total Cash Value .....	\$389.00
Compared with 20 premiums paid of \$19 each ..	380.00
	<hr/>
Gain to the Assured .....	9.00

That is to say, the assured withdraws a little more than the premiums he has paid, and, therefore, has had twenty years insurance protection for nothing. Also—a thing that is an important consideration for many men—during these twenty years he has been paying the very minimum cost (\$19 per annum) for his life insurance.

2. Surrender his original policy for a paid-up policy of (partly estimated), \$815. That is, in return for twenty payments of \$19 each, aggregating \$380, the assured has had \$1,000 insurance protection for twenty years, and finally receives an absolutely paid-up policy for \$815. Evidence of health does not require to be furnished in order to take advantage of this option because the paid-up insurance is less than the original amount of the policy.

For entrants at advanced ages, say over 50, the Ordinary Life plan is



usually the best ; because on most other plans, the premiums would be so high as to be virtually prohibitive. Thus at age 50

the premium on the Ordinary Life plan is . . . . .	\$47.05
“ “ 10-Payment Life plan is . . . . .	81.35
“ “ 15 “ “ “ . . . . .	62.55
“ “ 20 “ “ “ . . . . .	54.10
“ “ 25 “ “ “ . . . . .	49.95
“ “ 15 Year Endowment . . . . .	75.30
“ “ 20 “ “ . . . . .	59.45
“ “ 25 “ “ . . . . .	52.70

While even a 20 Year Term costs . . . . . 37.05

Let us examine the results of the Ordinary Life plan, age at entry 50, at the end of the A.S. Period of 20 years. Assume that the assured elects to continue the policy by payment of further premiums of \$47.05 per annum. He may draw his surplus

- (a) In cash, estimated . . . . . \$388.00  
(being equal to 41% of total premiums paid).
- (b) In Paid-up Insurance, estimated . . . . . \$499.00  
(increasing amount of policy to \$1,499. This option is subject to satisfactory evidence of health).
- (c) As an annual income for life, estimated . . . . . \$ 51.00

Note especially the last option. The assured, according to this option, continues his policy for \$1,000 at the same premium as before, viz., \$47.05. He takes his surplus in the form of an annual income for life of \$51. The surplus taken in this way, is therefore sufficient to cover all the remaining premiums under the policy ; and the assured, instead of paying out an annual premium, finds himself henceforth in receipt of an annual payment of about \$4. The policy, therefore, really amounts to a 20-Payment Life. It should be remembered also that the policy still continues to participate in surplus every five years. This policy may be considered a remarkably good investment, when we take into account the heavy increase in the rate of mortality above age 50.

It may be noted, in passing, that the Ordinary Life plan still reigns supreme in Great Britain as THE policy above all others. The great bulk of the insurance taken out there is on this plan, the common practice being to apply the surplus in purchasing bonus additions to the sum assured. A policy taken out with a good Company at an early age has been known to increase by the addition of bonuses to three times its original amount.

### How to Meet Objections.

A clever agent is prepared for objections, and usually has arguments at his command by which the most common objections to insurance can be met. Nevertheless, it does not follow that it is always wisest to employ these

arguments. In fact, in many cases, it is better to evade an objection. Many men do not like being worsted in an argument. Very often the more vigorously you combat an objection, the more tenaciously your prospect clings to his position.

But in the majority of cases, objections are nothing more than excuses. They are an evidence that your prospect feels the force of your reasoning, and is now grasping desperately for defences. It means that he has found his original position to be untenable and is now seeking new cover. In nine cases out of ten, you have your man at your mercy if you can prevent him from drawing a red herring across the track.

Therefore, your plan is not so much to remove the objection that he interposes, as to augment the attractiveness of the insurance by all proper means. If his desire is whetted to such a degree that he feels he really *must have* the insurance, he *will have it* in spite of all his objections.

Objections are like the brakes on the wheels of a wagon. They are valid and potent so long only as the traction has not been increased enough to drag the wagon ahead anyhow. Thus there are two ways to get the wagon ahead, one by removing the brakes, and the other by increasing the traction.

If one could remove the objections without letting up on the attractiveness of the insurance which constitutes the motive force, it would be well to devote time to it. The trouble is that generally the inclination to insure dies away while the agent is wasting his time on objections which were excuses and not really reasons.

### **Re Employment of Medical Examiners.**

This matter has been dealt with at various times in the AGENTS' NEWS, and the Medical Department has done its best to have the Company's rules on this subject thoroughly understood by all our representatives. Nevertheless, from the frequency with which the rules are violated, it would appear that there are still some of the Company's agents who either have not a true understanding of the Company's requirements, or else do not grasp the full importance of the regulations that have been laid down.

Let it be stated at the outset, most emphatically, that these rules regarding the employment of medical examiners have not been instituted owing to any whim or caprice of the Medical Department. If any of our representatives think so, they are laboring under a big delusion. The only object of the Medical Department is to safeguard the Company's interests, and the rules that the Department has laid down are the result of many years' experience of this and other companies.

It goes without saying that it is a matter of paramount importance to a life company to be able to rely implicitly upon its examiners. In spite of our every effort, losses have occurred in the past, which in some cases were directly traceable to the work of incompetent medical examiners. It cannot be

doubted that these losses would have been larger and more numerous if the medical department had not been exceptionally careful in the selection of its examiners.

One of the fundamental rules is that the agent has no power to appoint an examiner. Neither has the applicant the right to choose his own examiner. The appointment of examiners is the prerogative solely of the Medical Referee. He has information at his disposal, which—as a rule—enables him to exclude doctors who may be lacking in character or ability. Sometimes he may have good reasons for avoiding a physician, who so far as the agent can judge, appears to be a perfectly reliable man. The Medical Referee carries on his shoulders the heavy responsibility of accepting or rejecting every month applications involving hundreds of thousands of dollars. It is only fair that he should have an absolutely free hand in deciding what physicians are or are not acceptable as medical examiners.

The rules given below contain in a nutshell the gist of the whole matter. Kindly read, mark, learn and inwardly digest. Surely there is nothing here that is not simple, fair, reasonable and easy to follow. If our representatives will keep these instructions in mind, there will be no delays for credentials or explanations, no compulsory re-examinations, no complaints from our Medical Examiners.

## IN ORDER TO AVOID DELAY

Agents should observe strictly the following instructions  
when employing Medical Examiners :

- (1). The Company's appointed Examiner *must always be employed*, unless in the cases mentioned in (2) or (3) below.
- (2). If the Company's Examiner is sick, away from home, etc., so that it is necessary to employ another Examiner, the Agent should (a) have the Doctor fill out form 7 and forward same *along with application*, and (b) write a letter to Head Office explaining why it was impossible to employ the regular Examiner.
- (3). Where the Company has no appointed Examiner, have form 7 completed by the Doctor whom you have chosen, and forward same *along with application*.

### New Appointments.

The following list contains the names of some unusually promising recruits who have recently joined the Imperial's ranks.

T. E. Freeman, Vancouver, B.C.  
J. King, New Westminster, B.C.  
R. D. Martin, Carberry, Man.

W. H. Whiston, Halifax, N.S.  
R. R. Houghton, Belmont, Man.  
T. C. Silverthorn, Bowsman, Man.



F. A. Vandrick, Cargill, Ont.	E. O. Cooper, Wawanesa, Man.
A. McLennan, Walkerton, Ont.	T. F. McGregor, Strassburg, Sask.
R. Morrison, Toronto, Ont.	A. B. McKenzie, Rossland, B.C.
M. Ewald, Preston, Ont.	Donald Campbell, Durham, Ont.
W. Marleau, Ste-Justine de Newton, Que.	W. J. McNaught, Gilbert Plains, Man.
L. E. Hambly, Toronto, Ont.	Robt. Ferguson, Brandon, Man.
K. D. McLeod, Vankleek Hill, Ont.	Geo. W. Hastings, Winnipeg, Man.
R. N. Blair, Tiverton, Ont.	C. S. Marshall, Windsor, Ont.
A. O. Oxley, Springhill, N.S.	

### Honor Roll "A" for March.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
Beaudoin & Champagne, Montreal..	\$14,500	1	\$700.95	2	2
J. W. Ney, Trinidad, B.W.I.....	12,000	2	826.05	1	2
J. A. Benjamin, Jamaica, B.W.I....	8,000	3	450.30	3	2
J. S. Wallace, Winnipeg, Man.....	8,000	3	191.10	13	1
H. B. Andrews, Stratford, Ont.....	7,500	5	248.50	5	2
I. Taylor, London, Ont.....	7,500	5	235.35	6	3
Dr. D. Lowrey, Toronto, Ont.....	7,000	7	226.15	7	3
R. H. Robinson, Orillia, Ont.....	7,000	7	217.45	8	1
N. A. St. Julien, Rigaud, Que.....	7,000	7	210.20	9	2
R. Hall, Brandon, Man.....	7,000	7	210.10	10	2
W. E. Kerr, Toronto, Ont.....	6,000	11	198.10	11	2
J. B. Cooke, Kingston, Ont.....	5,000	12	319.15	4	2
S. F. Flatt, Fort William, Ont.....	5,000	12	196.50	12	1
A. W. Ross, Winnipeg, Man.....	5,000	12	170.95	14	3
W. H. Seymour, Hamilton, Ont....	5,000	12	170.30	15	2
J. C. Gass, Halifax, N.S. ....	5,000	12	169.65	16	3
J. J. Gardiner, Cornwall, Ont.....	5,000	12	147.30	17	3
C. A. Crysedale, Winnipeg, Man....	5,000	12	145.60	18	3

## Honor Roll "B" for March.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
P. P. Pickering, Trinidad, B.W.I. . . .	\$14,000	1	\$995.65	1	2
Manton and Hart, Jamaica, B.W.I. . .	12,750	2	688.00	2	2
L. J. R. Richardson, Warton, Ont..	9,000	3	311.40	3	3
J. McGeer, Vancouver, B.C. . . . .	7,000	4	159.60	6	1
H. V. Fieldhouse, Neepawa, Man. . .	5,000	5	295.60	4	1
Hugh McKerracher, Paisley, Ont. . .	4,500	6	140.85	7	1
P. Dumoret & Co., Trinidad, B.W.I.	3,000	7	187.20	5	2
R. A. Squires, Newfoundland . . . .	3,000	7	118.35	8	1

## Standing of Agencies, March, 1906.

1. Montreal	11. London	20. Calgary
2. Head Office	12. Stratford	Peterboro' County
3. Trinidad	13. Kingston	Sarnia
4. Winnipeg	14. Orillia	Port Hope
5. Jamaica	Brandon	25. Bermuda
6. Guelph	16. Fort William	26. Antigua
7. Ottawa	Hamilton	Grenada
8. Halifax	18. St. John	Barbadoes
9. Vancouver	Hagersville	Charlottetown
10. Newfoundland	Brockville	

## Leaders of Honor Roll "A" in 1906.

January . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .
February . . . . .	C. A. Crysdale, Winnipeg, Man. . . . .
March . . . . .	Beaudoin & Champagne, Montreal, Que . . . . .

## Leaders of Honor Roll "B" in 1906.

January . . . . .	R. E. Brett, Victoria, B.C. . . . .
February . . . . .	P. P. Pickering, Jamaica, B.W.I. . . . .
March . . . . .	P. P. Pickering, Jamaica, B.W.I. . . . .

## Re the Honor Roll.

The West Indian Agencies have made a good showing again. They captured two of the best places on Honor Roll "A," and first, second and seventh places on Honor Roll "B."

Mr. J. J. Gardiner, we are pleased to observe, has had his name in print every month so far. He has a good chance of beating his 1904 record, when he made the Honor Roll 11 times.

Honor Roll "B" had a good month in March. The totals of the first three "B's" actually exceeded the totals of the corresponding "A's." The regulars will have to "buck up."

The names of Messrs. J. S. Wallace, R. H. Robinson and S. F. Flatt appear on the Honor Roll again for the first time this year. Welcome back.

Guelph is well represented on Honor Roll "B" by Messrs. Richardson and McKerracher. District Manager Joseph Lawson has a keen eye for good men.

There are seven of our representatives who have made the Honor Roll every month up to date. They are

DR. DAVID LOWREY,  
L. J. R. RICHARDSON,  
JOHN C. GASS,  
J. J. GARDINER,  
ISRAEL TAYLOR,  
C. A. CRYSDALE,  
A. W. ROS.

### Pointed Paragraphs.

It beats the Dutch how some truly bright men will wait for an agent to tire them out before they will act in the matter of life insurance. They might have their money ticking away at compound interest instead of at the risk of their business.

Fail not to look after the little details of your business. They all count. The day of small things is not to be despised. Even an elephant will concentrate his mind upon a peanut.

There are six working days in every week, it is true. The best one is this one.

Astronomers tell us that in 3,000,000 years the sun will have burnt out, the solar system will be in darkness, and all life will be frozen to death. Moral: Make hay while the sun shines.

A tip to tired and lazy agents:—Take a day off occasionally and do something.

At last a slower thing than a messenger boy has been found. It is the life agent who canvasses about one man a week, and then wonders why he can't make the Honor Roll.

Yes, "hope beats eternal in the human breast," and well for us that it is so. But mere hopefulness never landed an application.

Can a life insurance agent be called a *business man*? That depends on whether he keeps *busy* or not.

How to insure success:—Do the thing you ought to do at the time it should be done, whether you "feel just like it" or not.

If at times you are feeling blue  
Start out for business—and get it too.

The above may not be good poetry, but it *is* good sense.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 10

Published by the Imperial Life Assurance Co'y of Canada

(1-5-06)

## A NEW POLICY

Throughout Canada life insurance agents at this time are finding a demand for non-participating policies.

The demand for *guarantees* is a marked feature of the present situation. The Ordinary non-participating contracts meet this requirement to a certain extent, but they have their drawbacks. The Cash Surrender Values on non-participating contracts are necessarily much lower than in the case of participating plans. The returns under the best "non-par" policies are not equal to those obtainable under the participating system. Above all, the public, having become accustomed to dividends, miss this feature in the non-participating plans.

The Guaranteed Dividend Plan, described in this number, has been devised to meet the present demands of the public and the consequent requirements of our agents. As the name implies, this system provides for a *Guaranteed Dividend*. It is a policy of guarantees. Every option is a Guaranteed Option, so that a man who takes out a policy on one of the Guaranteed Dividend plans knows in advance exactly what he is going to receive if he lives twenty, twenty-five or thirty years as the case may be.

The agents of the Imperial Life, with this plan in their hands, will have an immense advantage over their competitors in the field. It is confidently believed that the Guaranteed Dividend policy, if intelligently and energetically pushed, will win immediate popularity. We hope to see the results right from the very outset. Write and tell us what success you have in placing it before the public.

## The Guaranteed Dividend Plans.

For the purpose of more thoroughly explaining these plans, and also with the object of pointing out a few of the best features of the new Guaranteed Dividend contracts from a canvasser's standpoint, we give below two illustrations.

First, take the case of a Twenty-Payment Life Guaranteed Dividend policy for \$10,000, age 20, annual premium \$274. If the assured dies during the first ten years, the Company guarantees to pay the full face value of the policy, \$10,000. If the assured dies between the tenth and twentieth years, the Company guarantees to return 50% of all premiums paid after the tenth, in addition to the face value of the policy. For example,—suppose the death of the assured took place in the nineteenth year, the Company would pay,—

- (a) Full face value of policy..... \$10,000  
 (b) A guaranteed dividend equal to 50% of all  
 premiums paid after the tenth..... 1,233

Total ..... \$11,233

The following table shows the amounts that the Company guarantees to pay if death occurs in any year from the first to the twentieth, in comparison with the total premiums paid by the assured :—

If death occurs after paying premiums for	The Company guarantees to pay	Total amount of premiums paid by the assured.	Gain to the assured's estate.
1 year .....	\$10,000	\$ 274	\$9,726
2 years.....	10,000	548	9,452
3 years.....	10,000	822	9,178
4 years.....	10,000	1,096	8,904
5 years.....	10,000	1,370	8,630
6 years.....	10,000	1,644	8,356
7 years.....	10,000	1,918	8,082
8 years.....	10,000	2,192	7,808
9 years.....	10,000	2,466	7,534
10 years.....	10,000	2,740	7,260
11 years.....	10,137	3,014	7,123
12 years.....	10,274	3,288	6,986
13 years.....	10,411	3,562	6,849
14 years .....	10,548	3,836	6,712
15 years.....	10,685	4,110	6,575
16 years.....	10,822	4,384	6,438
17 years.....	10,959	4,658	6,301
18 years.....	11,096	4,932	6,164
19 years .....	11,233	5,206	6,027
20 years.....	11,370	5,480	5,890

It appears from the above schedule that, no matter when the assured's death occurs, the Company guarantees to return at least \$5,890 more than the premiums paid.

Now if the assured survives the Guaranteed Dividend Period of twenty years he may select any one of the four following options :—

### SURRENDER ORIGINAL POLICY and

1—Receive in Cash the "Total Cash Value," consisting of—

- (a) Reserve, guaranteed ..... \$4,220  
 (b) Guaranteed Dividend equal to 50% of last  
 ten premiums paid ..... 1,370

Total Cash Value ..... \$5,590

Compared with twenty premiums paid of  
 \$274 each..... 5,480

Gain to the assured..... \$ 110



The assured has therefore had \$10,000 insurance protection for twenty years free, and receives in addition \$110 more than he has paid in.

OR

2—Receive the “Total Cash Value” in paid-up life insurance, guaranteed, \$13,260. That is, the assured receives over \$2.41 of paid-up life insurance for every \$1 invested, to say nothing of having already enjoyed \$10,000 insurance protection for twenty years.

This option is subject to satisfactory evidence of health.

OR

3.—Receive the “Total Cash Value” as an annual income for life, guaranteed, \$330. That is, the assured, after having enjoyed \$10,000 insurance protection for twenty years, finally receives a life annuity of \$330 in return for twenty payments of \$274 each.

OR **CONTINUE ORIGINAL POLICY**, no further premiums to be paid, and

4—Receive in cash a guaranteed payment of \$1,370. That is, a return of exactly 25% of all premiums paid. The assured has therefore received \$10,000 insurance protection for twenty years, and finally purchased a paid-up policy for \$10,000 at a net cost of only \$4,110.

With reference to this last option note the following :

The annual premium at age 20 for a \$10,000 non-participating policy on the ordinary Twenty-Payment Life Plan, as issued by most companies, would be \$233; this is the non-participating rate given in your manual, and is the rate charged by practically all Canadian companies. The total cost in twenty years would therefore be \$4,660, as compared with only \$4,110 on the Guaranteed Dividend Plan. Moreover, the ordinary non-participating contract provides for only \$10,000 insurance during the twenty years, whereas the Guaranteed Dividend Plan guarantees a cash dividend, in addition to the \$10,000, if the assured dies between the tenth and twentieth years.

Take next an illustration of a \$10,000 Guaranteed Dividend policy, Twenty-five Year Endowment system, age 20, annual premium \$370.

If the assured dies during the first fifteen years, the Company guarantees to pay the full face value of the policy, \$10,000. If the assured dies during the last ten years of the policy, that is, between the fifteenth and twenty-fifth years, the Company guarantees to return 50% of all premiums paid after the fifteenth, in addition to the face value of the policy.

For example, suppose the death of the assured took place in the eighteenth year, the Company would pay ;

(a) Full face value of policy.....	\$10,000
(b) A guaranteed dividend of 50% of the 16th, 17th and 18th premiums .....	555
	<hr/> \$10,555

The following table shows the amounts that the Company guarantees to pay if death occurs in any year from the first to the twenty-fifth, in comparison with the total amounts paid by the assured.



If death occurs after paying premiums for	The Company guarantees to pay	Total amount of premiums paid by the assured.	Gain to the assured's estate.
1 year .....	\$10,000	\$ 370	\$9,630
2 years .....	10,000	740	9,260
3 years .....	10,000	1,110	8,890
4 years .....	10,000	1,480	8,520
5 years .....	10,000	1,850	8,150
6 years .....	10,000	2,220	7,780
7 years .....	10,000	2,590	7,410
8 years .....	10,000	2,960	7,040
9 years .....	10,000	3,330	6,670
10 years .....	10,000	3,700	6,300
11 years .....	10,000	4,070	5,930
12 years .....	10,000	4,440	5,560
13 years .....	10,000	4,810	5,190
14 years .....	10,000	5,180	4,820
15 years .....	10,000	5,550	4,450
16 years .....	10,185	5,920	4,265
17 years .....	10,370	6,290	4,080
18 years .....	10,555	6,660	3,895
19 years .....	10,740	7,030	3,710
20 years .....	10,925	7,400	3,525
21 years .....	11,110	7,770	3,340
22 years .....	11,295	8,140	3,155
23 years .....	11,480	8,510	2,970
24 years .....	11,665	8,880	2,785
25 years .....	11,850	9,250	2,600

It will be observed from the above schedule that no matter in what year the assured's death may occur, he is certain of a clear margin of *at least* \$2,600 between the amount guaranteed by the Company and the amount paid in premiums.

If the assured survives the Guaranteed Dividend Period of twenty-five years, he surrenders his policy, and has the choice of any one of the four following options :

1—Receive the "Total Cash Value," consisting of :

- (a) Reserve guaranteed.....\$10,000
- (b) A Guaranteed Dividend equal to 50% of the last ten premiums paid.. 1,850

"Total Cash Value" .....\$11,850

Compared with twenty-five premiums paid of \$370 each..... 9,250

Gain to the assured.....\$ 2,600

The assured, therefore, receives \$2,600 over and above all premiums paid, in addition to having had the \$10,000 insurance protection for twenty-five years, *absolutely free*.

2—Receive the "Total Cash Value" in paid-up life assurance, guaranteed, \$25,280. That is, the assured enjoys \$10,000 insurance protection for 25 years, and finally receives \$2.73 of paid-up insurance for every \$1 invested.

3—Receive the "Total Cash Value" as an annual income for life, guaranteed, \$770. In other words, for twenty-five annual payments of \$370 each, the assured receives \$10,000 insurance protection for twenty-five years, and a life annuity of \$770.

4—Use the "Total Cash Value" to purchase a paid-up life policy for \$10,000, together with a Guaranteed Cash Payment of \$7,160. The total premiums paid by the assured aggregate \$9,250. Therefore, the *net cost of the paid-up policy of \$10,000 is only* \$2,090.

In other words, the Company **guarantees** to pay the assured :

- (a) \$7,160, if living, at the end of twenty-five years.
- (b) \$10,000, at his death, whenever that occurs.

Total \$17,160, as compared with only \$9,250, paid in premiums.

# The Imperial Life

Assurance Company of Canada

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Head Office, Toronto, Canada

## Guaranteed Dividend Policy

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May 1st, 1906

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## Guaranteed Dividend Policy

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**T**HE rates and guarantees are here given for six plans on the above system, viz :— Twenty, Twenty-five and Thirty Payment Life ; and Twenty, Twenty-five and Thirty Year Endowment.

The Guaranteed Dividend contract differs from the ordinary non-participating contract in two important particulars :—

(1). During the last ten years of the Guaranteed Dividend Period, the policy provides for an annually increasing Guaranteed Dividend ; so that if the death of the assured takes place during the last ten years, a Guaranteed Cash Dividend will be payable in addition to the face value of the policy.

(2). At the end of the Guaranteed Dividend Period the assured may surrender the policy and withdraw in cash the entire  $3\frac{1}{2}\%$  reserve, and in addition a Guaranteed Dividend equal to 50% of all premiums paid during the last ten years.

The distinctive features of the six plans are as follows :—

### **Twenty Payment Life, G.D., and Twenty Year Endowment, G.D.**

If the assured dies between the tenth and twentieth years, the Company returns the face value of the policy ; and in addition 50% of all premiums paid since the tenth.

If the assured survives twenty years, the total cash value is equal to the entire reserve ; and in addition 50% of all premiums paid during the last ten years.

### **Twenty-Five Payment Life, G.D., and Twenty-Five Year Endowment, G.D.**

If the assured dies between the fifteenth and twenty-fifth years, the Company returns the face value of the policy; and in addition 50% of all premiums paid since the fifteenth.

If the assured survives twenty-five years, the total cash value is equal to the entire reserve; and in addition 50% of all premiums paid during the last ten years.

### **Thirty Payment Life, G.D., and Thirty Year Endowment, G.D.**

If the assured dies between the twentieth and thirtieth years, the Company returns the face value of the policy; and in addition, 50% of all premiums paid since the twentieth.

If the assured survives thirty years, the total cash value is equal to the entire reserve; and, in addition, 50% of all premiums paid during the last ten years.

Under the twenty, twenty-five or thirty Payment Life Plans, the options at the end of the Guaranteed Dividend Period are as follows:

#### **Discontinue Original Policy, and**

1. Receive in cash the "Total Cash Value" given in column 6, consisting of,  
(a) The entire reserve, and (b) the guaranteed dividend equal to 50% of last ten annual premiums, or
2. Receive the "Total Cash Value" in non-participating paid-up life assurance for the amount given in column 7. This option is subject to satisfactory evidence of health, or
3. Receive the "Total Cash Value" as an annual income for life of the amount given in column 8, or

4. **Continue Original Policy**, no further premiums to be paid, and receive in cash the guaranteed dividend given in column 9, being equal to 50% of the last ten annual premiums.

Under the twenty, twenty-five or thirty year Endowment Plans, the options at the end of the Guaranteed Dividend Period are as follows :

**Discontinue Original Policy**, and

1. Receive in cash the "Total Cash Value" given in column 6, consisting of,  
(a) The entire reserve, and (b) the guaranteed dividend equal to 50% of the last ten annual premiums, or
2. Receive the "Total Cash Value" in non-participating paid-up life assurance, for the amount given in column 7. This option is subject to satisfactory evidence of health, or
3. Receive the "Total Cash Value" as an annual income for life of the amount given in column 8, or
4. Use the "Total Cash Value" to purchase a paid-up life policy for the same amount as the original policy ; and withdraw in cash the amount given in column 9.

It is important to remember that all the figures relating to Guaranteed Dividend contracts are **GUARANTEED**. The amounts of cash, paid-up assurance, annuities, etc., inserted in the following pages are not *estimates*, but *guarantees* ; and the policies issued on this system will set forth and guarantee the figures just as they are given in this pamphlet.



# GUARANTEED DIVIDEND POLICY

20 Payment Life.

Guaranteed Dividend Period 20 Years.

Age	Premiums		Cash Value			Or use Total Cash Value to Purchase		Or Receive Paid-up Life Ins. of \$1000 and Cash
	Annual	Semi-Annual	Res'rve Guaranteed	Div'nd Guaranteed	Total	Paid-up Life Insurance	Or Life Annuity	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
20	\$27.40	\$14.00	\$422	\$137	\$559	\$1323	\$33	\$137
21	27.80	14.20	431	139	570	1323	35	139
22	28.40	14.50	440	142	582	1323	36	142
23	29.00	14.80	449	145	594	1323	37	145
24	29.60	15.10	459	148	607	1323	39	148
25	30.20	15.40	469	151	620	1323	40	151
26	30.80	15.75	479	154	633	1323	42	154
27	31.60	16.15	489	158	647	1323	44	158
28	32.20	16.45	499	161	660	1323	45	161
29	33.00	16.85	510	165	675	1324	47	165
30	33.80	17.25	520	169	689	1324	49	169
31	34.40	17.55	531	172	703	1324	51	172
32	35.20	17.95	542	176	718	1325	54	176
33	36.00	18.40	553	180	733	1325	56	180
34	36.80	18.80	564	184	748	1326	59	184
35	37.80	19.30	576	189	765	1329	62	189
36	38.60	19.70	587	193	780	1329	65	193
37	39.60	20.20	599	198	797	1331	68	198
38	40.40	20.60	610	202	812	1331	71	202
39	41.40	21.15	622	207	829	1333	75	207
40	42.40	21.65	634	212	846	1335	79	212
41	43.60	22.25	645	218	863	1337	83	218
42	44.60	22.75	657	223	880	1340	87	223
43	45.80	23.40	668	229	897	1342	92	229
44	47.20	24.10	680	236	916	1348	97	236
45	48.40	24.70	691	242	933	1350	102	242
46	49.80	25.40	702	249	951	1354	108	249
47	51.20	26.15	714	256	970	1359	114	256
48	52.60	26.85	725	263	988	1363	121	263
49	54.20	27.65	736	271	1007	1368	128	271
50	55.80	28.50	747	279	1026	1373	136	279
51	57.40	29.30	759	287	1046	1379	143	287
52	59.20	30.20	769	296	1065	1384	154	296
53	61.20	31.25	780	306	1086	1393	164	306
54	63.20	32.25	790	316	1106	1401	175	316
55	65.20	33.25	799	326	1125	1408	186	326

# GUARANTEED DIVIDEND POLICY

25 Payment Life.

Guaranteed Dividend Period 25 Years.

Age	Premiums		Cash Value			Or use Total Cash Value to Purchase		Or Receive Paid-up Life Ins. of \$1000 and Cash
	Annual	Semi-Annual	Res'rve Guaranteed	Div'nd Guaranteed	Total	Paid-up Life Insurance	Or Life Annuity	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
20	\$22.40	\$11.45	\$469	\$112	\$581	\$1239	\$38	\$112
21	23.00	11.75	479	115	594	1239	39	115
22	23.40	11.95	489	117	606	1239	41	117
23	23.80	12.15	499	119	618	1239	42	119
24	24.40	12.45	510	122	632	1239	44	122
25	24.80	12.65	520	124	644	1239	46	124
26	25.40	12.95	531	127	658	1239	48	127
27	26.00	13.30	542	130	672	1240	50	130
28	26.60	13.60	553	133	686	1240	53	133
29	27.20	13.90	564	136	700	1241	55	136
30	27.80	14.20	576	139	715	1242	58	139
31	28.60	14.60	587	143	730	1243	60	143
32	29.20	14.90	599	146	745	1244	63	146
33	29.80	15.20	610	149	759	1244	66	149
34	30.60	15.65	622	153	775	1246	70	153
35	31.40	16.05	634	157	791	1248	73	157
36	32.20	16.45	645	161	806	1249	77	161
37	33.00	16.85	657	165	822	1251	81	165
38	33.80	17.25	668	169	837	1252	86	169
39	34.60	17.65	680	173	853	1255	90	173
40	35.60	18.20	691	178	869	1258	95	178
41	36.40	18.60	702	182	884	1259	100	182
42	37.40	19.10	714	187	901	1263	106	187
43	38.60	19.70	725	193	918	1267	113	193
44	39.60	20.20	736	198	934	1269	119	198
45	40.80	20.85	747	204	951	1272	126	204
46	42.20	21.55	759	211	970	1279	134	211
47	43.40	22.15	769	217	986	1282	143	217
48	44.80	22.85	780	224	1004	1287	152	224
49	46.20	23.60	790	231	1021	1293	161	231
50	47.80	24.40	799	239	1038	1299	172	239

# GUARANTEED DIVIDEND POLICY

30 Payment Life.

Guaranteed Dividend Period 30 Years.

Ago	Premiums		Cash Value			Or use Total Cash Value to Purchase		Or Receive Paid-up Life Ins. of \$1000 and Cash
	An-nual	Semi-An-nual	Res'rve Guar-anteed	Div'nd Guar-anteed	Total	Paid-up Life In-surance	Or Life An-nuity	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
20	\$19.80	\$10.10	\$520	\$ 99	\$619	\$1190	\$44	\$ 99
21	20.20	10.30	531	101	632	1190	46	101
22	20.60	10.55	542	103	645	1190	48	103
23	21.00	10.75	553	105	658	1190	51	105
24	21.40	10.95	564	107	671	1190	53	107
25	21.80	11.15	576	109	685	1190	55	109
26	22.40	11.45	587	112	699	1191	58	112
27	22.80	11.65	599	114	713	1191	61	114
28	23.40	11.95	610	117	727	1191	64	117
29	24.00	12.25	622	120	742	1193	67	120
30	24.60	12.55	634	123	757	1195	70	123
31	25.20	12.85	645	126	771	1195	74	126
32	25.80	13.20	657	129	786	1197	78	129
33	26.40	13.50	668	132	800	1197	82	132
34	27.00	13.80	680	135	815	1199	86	135
35	27.80	14.20	691	139	830	1201	91	139
36	28.40	14.50	702	142	844	1202	96	142
37	29.20	14.90	714	146	860	1205	101	146
38	30.00	15.30	725	150	875	1207	107	150
39	30.80	15.75	736	154	890	1209	113	154
40	31.80	16.25	747	159	906	1212	120	159
41	32.60	16.65	759	163	922	1216	128	163
42	33.60	17.15	769	168	937	1218	135	168
43	34.60	17.65	780	173	953	1222	144	173
44	35.80	18.30	790	179	969	1227	153	179
45	37.00	18.90	799	185	984	1232	163	185



# GUARANTEED DIVIDEND POLICY

20-Year Endowment.

Guaranteed Dividend Period 20 Years.

Age	Premiums		Cash Value			Or use Total Cash Value to Purchase		Or Receive Paid-up Life Ins. of \$1000 and Cash
	An-nual	Semi-An-nual	Res'rve Guar-anteed	Div'nd Guar-anteed	Total	Paid-up Life In-surance	Or Life An-nuity	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
20	\$51.40	\$26.25	\$1000	\$257	\$1257	\$2981	\$ 75	\$835
21	51.40	26.25	1000	257	1257	2920	76	826
22	51.60	26.35	1000	258	1258	2861	78	818
23	51.60	26.35	1000	258	1258	2800	79	809
24	51.80	26.45	1000	259	1259	2743	80	800
25	52.00	26.55	1000	260	1260	2687	82	791
26	52.00	26.55	1000	260	1260	2631	83	781
27	52.20	26.65	1000	261	1261	2578	85	772
28	52.40	26.75	1000	262	1262	2528	87	763
29	52.60	26.85	1000	263	1263	2478	89	753
30	52.80	26.95	1000	264	1264	2430	91	744
31	53.00	27.05	1000	265	1265	2382	93	734
32	53.20	27.15	1000	266	1266	2336	95	724
33	53.60	27.35	1000	268	1268	2293	97	715
34	53.80	27.45	1000	269	1269	2249	100	705
35	54.00	27.55	1000	270	1270	2206	102	694
36	54.40	27.75	1000	272	1272	2166	105	685
37	54.60	27.85	1000	273	1273	2126	108	674
38	55.00	28.05	1000	275	1275	2089	112	665
39	55.40	28.25	1000	277	1277	2053	115	655
40	55.80	28.50	1000	279	1279	2019	119	645
41	56.20	28.70	1000	281	1281	1985	123	636
42	56.60	28.90	1000	283	1283	1953	127	626
43	57.20	29.20	1000	286	1286	1924	131	618
44	57.80	29.50	1000	289	1289	1896	136	609
45	58.60	29.90	1000	293	1293	1871	142	602
46	59.40	30.30	1000	297	1297	1847	147	595
47	60.20	30.70	1000	301	1301	1823	153	587
48	61.00	31.15	1000	305	1305	1801	160	580
49	61.80	31.55	1000	309	1309	1778	167	573
50	62.80	32.05	1000	314	1314	1758	175	567
51	64.00	32.65	1000	320	1320	1740	183	561
52	65.20	33.25	1000	326	1326	1723	192	557
53	66.60	34.00	1000	333	1333	1709	201	553
54	68.00	34.70	1000	340	1340	1697	212	550
55	69.60	35.50	1000	348	1348	1687	223	549

# GUARANTEED DIVIDEND POLICY

25-Year Endowment.

Guaranteed Dividend Period 25 Years.

Age	Premiums		Cash Value			Or use Total Cash Value to Purchase		Or Receive Paid-up Life Ins. of \$100 and Cash
	An-nual	Semi-An-nual	Res' rve Guar-anteed	Div'nd Guar-anteed	Total	Paid-up Life In-surance	Or Life An-nuity	
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
20	\$37.00	\$18.90	\$1000	\$185	\$1185	\$2523	\$77	\$716
21	37.00	18.90	1000	185	1185	2474	78	706
22	37.20	19.00	1000	186	1186	2425	80	697
23	37.20	19.00	1000	186	1186	2377	82	687
24	37.40	19.10	1000	187	1187	2329	83	677
25	37.60	19.20	1000	188	1188	2284	85	668
26	37.80	19.30	1000	189	1189	2239	87	658
27	38.00	19.40	1000	190	1190	2196	89	648
28	38.20	19.50	1000	191	1191	2154	91	638
29	38.40	19.60	1000	192	1192	2112	94	628
30	38.60	19.70	1000	193	1193	2072	96	617
31	38.80	19.80	1000	194	1194	2034	99	607
32	39.20	20.00	1000	196	1196	1998	102	597
33	39.40	20.10	1000	197	1197	1961	105	587
34	39.80	20.30	1000	199	1199	1928	108	577
35	40.00	20.40	1000	200	1200	1894	111	566
36	40.40	20.60	1000	202	1202	1863	115	557
37	40.80	20.85	1000	204	1204	1833	119	547
38	41.20	21.05	1000	206	1206	1804	123	538
39	41.60	21.25	1000	208	1208	1777	128	528
40	42.00	21.45	1000	210	1210	1751	133	519
41	42.60	21.75	1000	213	1213	1727	138	511
42	43.20	22.05	1000	216	1216	1704	143	502
43	44.00	22.45	1000	220	1220	1683	150	494
44	44.60	22.75	1000	223	1223	1661	156	485
45	45.40	23.15	1000	227	1227	1642	163	480
46	46.40	23.70	1000	232	1232	1624	171	471
47	47.20	24.10	1000	236	1236	1606	179	462
48	48.20	24.60	1000	241	1241	1591	188	461
49	49.40	25.20	1000	247	1247	1579	197	451
50	50.40	25.70	1000	252	1252	1567	207	451

# GUARANTEED DIVIDEND POLICY

0-Year Endowment.

Guaranteed Dividend Period 30 Years.

Premiums		Cash Value			Or use Total Cash Value to Purchase		Or Receive Paid-up Life Ins. of \$1000 and Cash
An-nual	Semi-An-nual	Res'rve Guar-anteed	Div'nd Guar-anteed	Total	Paid-up Life In-surance	Or Life An-nuity	
(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
\$28.80	\$14.70	\$1000	\$144	\$1144	\$2197	\$82	\$624
28.80	14.70	1000	144	1144	2155	84	613
29.00	14.80	1000	145	1145	2113	86	603
29.00	14.80	1000	145	1145	2070	88	592
29.20	14.90	1000	146	1146	2031	90	582
29.40	15.00	1000	147	1147	1992	93	571
29.60	15.10	1000	148	1148	1955	95	561
29.80	15.20	1000	149	1149	1919	98	550
30.20	15.40	1000	151	1151	1886	101	541
30.40	15.50	1000	152	1152	1852	104	530
30.60	15.65	1000	153	1153	1820	107	519
31.00	15.85	1000	155	1155	1790	111	510
31.20	15.95	1000	156	1156	1760	114	499
31.60	16.15	1000	158	1158	1733	118	490
32.00	16.35	1000	160	1160	1707	123	480
32.40	16.55	1000	162	1162	1682	127	471
32.80	16.75	1000	164	1164	1657	132	462
33.20	16.95	1000	166	1166	1634	138	452
33.80	17.25	1000	169	1169	1613	143	444
34.20	17.45	1000	171	1171	1591	149	435
34.80	17.75	1000	174	1174	1571	156	427
35.40	18.05	1000	177	1177	1552	163	418
36.20	18.50	1000	181	1181	1535	171	412
37.00	18.90	1000	185	1185	1520	179	405
37.80	19.30	1000	189	1189	1506	188	399
38.80	19.80	1000	194	1194	1494	198	395





# THE IMPERIAL LIFE AGENTS' NEWS

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## OPPORTUNITY



"Master of human destinies am I;

Fame, love and fortune on my footsteps wait,

Cities and fields I walk; I penetrate

Deserts and seas remote, and passing by

Hovel and mart and palace, soon or late

I knock unbidden once at every gate.

If sleeping, wake; if fasting, rise before

I turn away. It is the hour of fate.

And they who follow me reach every state

Mortals desire, and conquer every foe

Save death. But those who doubt or hesitate,

Condemned to failure, penury and woe,

Seek me in vain, and uselessly implore,

I answer not and I return no more."

## **Important Notice re Manuals.**

We have recently learned that representatives of other Companies have in several cases secured possession of the Imperial's rate book, in some manner unknown.

It is distinctly stated on the title page of each manual that "this book is the property of the Imperial Life Assurance Company of Canada, and is loaned to the agent for *his private and sole use while* agent of the Company, subject to recall at the Company's pleasure."

Moreover each agent on receiving his manual signs a receipt in which he agrees to regard the book as the Company's property, loaned to him "in confidence strictly and solely for my own exclusive use," and promises "that I will not lend the said book or part with its possession in any way."

The Company's rate-books have been prepared at considerable expense, and as a result of an immense outlay of careful and painstaking work. It would probably surprise some of our representatives if they knew how many hours of involved and intricate calculations have been expended in computing the various figures relating to premium rates, surplus estimates, guaranteed reserves, etc. It is not desired that representatives of other companies should be permitted to appropriate for their own advantage the results of our own labours, especially as the information thus obtained regarding the Imperial's rates, estimates, etc., is frequently employed in a very unfair manner in competition with the Company's agents.

Let it be clearly understood, that when an agent of the Imperial Life is entrusted with a manual he is to regard the book and the information contained therein as strictly confidential, and *on no account* is he to allow such book to pass into the possession of any other person. Should it come to the Company's knowledge that any of its representatives have been violating this most fundamental and necessary rule, the officers are likely to take a very serious view of such a grave breach of trust.

## **The Guaranteed Dividend Policy.**

The field force have taken hold of the new policy with a will, and already the applications are piling up for policies on the new system. Mr. G. H. Gillespie, of Kingston, was the first Imperialite to succeed in imbuing a prospect with a just and accurate appreciation of the many advantages of the new contract. The application was for \$2,000 on the 20-Payment Life, Guaranteed Dividend System, and the man who thus proved his capacity for "knowing a good thing when he sees it" was Mr. B. H. Williams, of Garden City, Ontario. Apparently it did not take our energetic representative long to persuade Mr. Williams that this was the policy for him, as Mr. Gillespie only received particulars of the new plan on the 4th inst., and we received the application and medical examination complete on the following morning. Two days later Mr. Gillespie mailed us another application on the same plan—in fact all the applications received thus far on the new system have been 20-Payment Life, evidently proving that this is destined to become the banner policy.



The Guaranteed Dividend Policy is the Policy of the hour. A policy of guarantees offered to the public at a time when guarantees are in demand, presented by a Company that affords unexcelled security for the fulfilment of its guarantees, with premiums carrying the minimum loading consistent with safety—that is the Guaranteed Dividend Policy in a nutshell. The Company is confident that this contract will meet the requirements of the hour. By means of it you can secure applications that you could not possibly otherwise write. With this Policy in your hands, you have a great advantage over all your competitors. Don't fail to make the most of that advantage.

Here are a few points to emphasize in connection with the new Guaranteed Dividend Contract :

**First.** and foremost. It is a policy of guarantees.

**Second.** The loading on these premiums is as low as safety will allow.

**Third.** It is a policy of guarantees.

**Fourth.** The *net cost* of a policy on this system (annually increasing dividend feature included) is less than the net cost of an ordinary non-participating policy.

**Fifth.** It is a policy of guarantees.

**Sixth.** The Cash Surrender Values are far higher than in the case of the ordinary non-participating policies.

**Seventh.** It is a policy of guarantees.

**Eighth.** It contains the same liberal provisions regarding days of grace, automatic non-forfeiture, paid-up insurance, term insurance, etc., as the Company's ordinary contracts.

**Ninth.** It is a policy of guarantees.

**Tenth.** No other company or society **anywhere** issues this policy. It is unique.

**Eleventh.** Last, but not least, it is a policy of guarantees.

Don't forget to emphasize this feature. It will bear repeating.

**“IT IS A POLICY OF GUARANTEES.”**

### **Recent Death Claims.**

We give below a complete list of the death claims paid by the Company up to date in 1906. The schedule includes a statement of the number and amount of premiums paid by the assured, and the amount returned by the Company at death. It will be seen that the total premiums under these policies aggregated \$3,238.35 ; whereas, the amount paid by the Company was \$12,240.50,—nearly four times as much.

It only needs a simple statement of this kind to show the immense benefits conferred by life insurance as an institution. At a time when life insurance companies are being attacked and slandered in the most outrageous manner, denounced as plunderers and grafters, held up to the public view as guilty of breaches of trust, it is worth while calling attention to the fact that in the midst of all this turmoil and confusion, these same “grasping corporations” are going quietly on with their business, living up to their contracts and paying their death claims promptly and honorably. The yellow press

continues to inveigh against insurance companies and their officials with its usual intelligence, sincerity and disinterested motives ; it is the fashion to picture the Companies as licensed extortioners, and the policyholders as their innocent and unresisting victims ; but the thousands of families that have benefitted by life insurance **know** and can testify from their own experience whether the Companies are the greedy cormorants that they are usually represented to be.

The list of death claims is as follows :

NAME, OCCUPATION AND ADDRESS.	Cause of death.	No. of Years Paid.	Total Premiums Paid.	Amount Paid by Company.	Excess of Amount Paid by Company over Amount Paid by Assured.
Charles A. Thompson, Divinity Student, London, Ont.	Peritonitis . . . .	1	\$ 29.05	\$1000.00	\$ 970.95
Harry S. Ward, Electric Operator, Goldstream, B.C.	Electric shock. .	1	31.90	1000.00	968.10
Allan Steckle, Bank Manager, Stratford, Ont.	Pernicious } Anæmia }	5	162.75	966.80	804.05
Arthur Davey, Barrister, Dawson, Y.T.	Typhoid Fever.	7	335.65	976.05	640.40
Arthur Davey, Barrister, Dawson, Y.T.	Typhoid Fever.	3	300.90	2000.00	1699.10
Fred. G. M. Bryant, Student, Shellmouth, Man.	Heart failure. . .	4	109.80	1000.00	890.20
Harry A. Caspar, Clerk, Toronto, Ont.	Diabetes. . . . .	3	75.00	1000.00	925.00
Samuel L. Toy, Stationer, Toronto, Ont.	Paralysis . . . . .	7	1626.10	2883.65	1257.55
Rev. B. B. Smith, Clergyman, Kingston, Ont.	Cerebral } Hemorrhage }	8	567.20	1414.00	846.80
			\$3238.35	\$12240.50	\$9002.15

## Success.

Every right-minded person desires the attainment of Success, although the ideals may vastly differ.

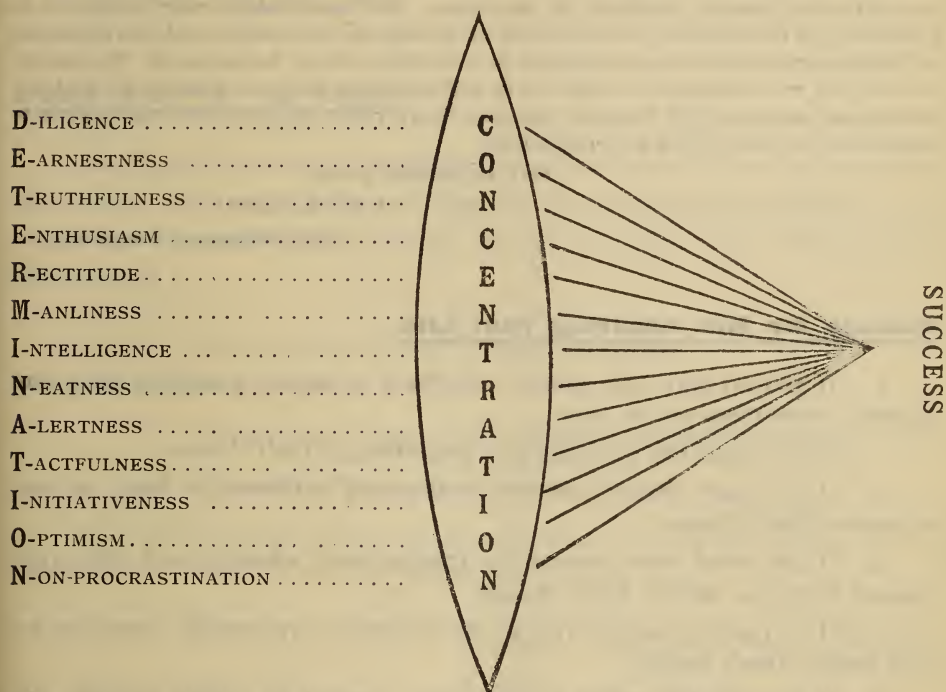
Success follows the accomplishment of some purpose or plan well and truly performed, and is not necessarily measured by a monetary guage. Too often, I fear, we regard the defeat and tearing down of our competitors as Success. Alas, our ideal at times is wrong. The way to achieve Success is *to deserve it*.

Those who have good health and a good character (in a broad sense) already possess the two great foundation stones which are absolutely essential.

It is reached by a wide, definite plan, conscientiously worked out, and is invariably accompanied by real old-fashioned hard work, which, if supplemented

by some of the following characteristics, will result in the successful accomplishment of great undertakings. We should always bear in mind that small successes always precede the greater ones. I fear we too often overlook the importance of first doing the little things well. Permit me to submit an acrostic which I have worked out, the perusal of which has many times proved helpful. These qualities, which may be regarded as so many sun's rays passing through the Sun-Glass called **Concentration** will be deflected to the burning point of Success, the quality of which will largely depend on the quality of the original **Determination**.

This will apply to the Business, Professional, Mechanical, Social, Religious, or Political world.



The above article, for which we are indebted to Mr. J. W. W. Stewart, Superintendent of Western Agencies, is not very long, but it contains a whole lot of wisdom. Read it over half a dozen times—it will convey new meaning to you each time. Then go and *act* upon it.—Ed. AGENTS' NEWS.

### Re The Honor Roll.

The list of names on the Honor Roll this month is short, but that is no reflection on the work of the field staff during April. These are trying times for insurance solicitors, and it is not their fault that business comes so slowly. Fortunately present conditions cannot long endure. An improvement is sure to be witnessed in a few weeks or a few months at most. In the meantime, we are confident that the new Guaranteed Dividend Policy will be the means of securing for our agents many applications which could not otherwise be written.



## **"Will Use their Influence for the Imperial Life."**

The following unsolicited testimonial was received some weeks ago, but lack of space has hitherto prevented its publication in the AGENTS' NEWS :

TORONTO, February 23rd, 1906.

*Mr. G. Cecil Moore, City.*

DEAR SIR,—My wife and myself wish to thank you, and through you the Imperial Life Assurance Co. of Canada, for the very prompt manner in which they settled the death claim of our beloved son, the late Harry A. Caspar. The claim was settled in full within one day after the papers were received by you. Everybody who heard of it, and they were many, and who knew that Harry had an insurance on his life, were more than surprised and pleased to hear of the very prompt settlement of the claim. We have, indeed, every reason to be grateful to you for the action you have taken all through the proceedings, and wish to express our highest appreciation for your kindness to us in this our heavy bereavement. Be assured, dear sir, that we shall use all our influence to gain customers for your Company, for we know that anyone insuring in the Imperial Life has the very best security which can be given to anyone that his claim will be promptly settled.

Very respectfully yours,

GEO. M. CASPAR,

107 Palmerston Ave., City.

## **Reasons for Not Assuring Your Life.**

1. If you are sure you cannot die, there is no use providing for a contingency when there can be none.
2. If you expect to get insurance for nothing, Don't Assure.
3. If you know that you are too careless and indifferent to keep up your insurance, Don't Assure.
4. If you need your money for tobacco and whiskey and get your support from your family, Don't Assure.
5. If you prefer useless luxuries for yourself, to reasonable provision for your family, Don't Assure.
6. If you are too selfish to wish any comfort to others, because you cannot enjoy it yourself, Don't Assure.
7. If you feel good over the idea that your children may be dependent on the cold charities of the world after your death, Don't Assure.
8. If you are happy over the idea of going to heaven while you are contemplating the probability of your family going to the poor-house, Don't Assure.
9. If you have no respect for yourself and no regard for your family, Don't Assure, but spend your money to get rid of your life, for it is not worth living.

But before you exterminate yourself work out the following problem : Put down in figures the year in which you were born ; to this add three ; then add your age, at your next birthday, provided it comes before January 1st, 1907,

otherwise your age at last birthday ; multiply by 1,000 ; from this deduct 611,193 ; substitute for the figures the corresponding letters of the alphabet, O for 0, A for 1, B for 2, C for 3, etc. The result will give you a name by which you are probably known.—*Insurance and Finance Chronicle*.

### **Newly Appointed Agents.**

Thos. Carlaw, Arthur, Ont.	J. B. Weir, Stratford, Ont.
J. H. Jamieson, Calgary, Alta.	George Parker, North Salem, N.S.
F. P. Mader, Mahone, N.S.	

### **Honor Roll "A" for April.**

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
J. F. Best, Brandon, Man.....	\$14,000	1	\$439.45	2	3
A. W. Ross, Winnipeg, Man .....	13,000	2	454.85	1	4
C. A. Crysdale, Winnipeg, Man ....	12,000	3	354.00	3	4
J. S. Wallace, Winnipeg, Man.....	10,000	4	281.90	6	2
H. B. Andrews, Stratford, Ont.....	9,000	5	299.10	5	3
C. M. Turner, Calgary, Alta .....	8,000	6	270.00	7	2
W. H. Seymour, Hamilton, Ont....	8,000	6	228.40	8	3
J. A. Benjamin, Jamaica, B.W.I....	6,000	8	311.60	4	3
S. P. Saunders, Bermuda, B.W.I...	5,000	9	177.30	9	1
Robt. Hall, Brandon, Man.....	5,000	9	168.50	10	2
Israel Taylor, London, Ont .....	5,000	9	159.35	11	4
W. A. Gibson, St. John, N.B.....	5,000	9	154.65	12	1

## Honor Roll "B" for April.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
J. McGeer, Vancouver, B.C.....	\$6,000	1	\$178.50	2	2
V. A. Smith, Grenada, B.W.I.....	3,500	2	181.90	1	1
J. Coxford, Pembroke, Ont.....	3,500	2	123.60	3	1
H. McKerracher, Paisley, Ont.....	3,000	4	121.50	4	2
W. G. Reburn, Toronto, Ont.....	3,000	4	65.90	5	1

## Leaders of Honor Roll "A" in 1906.

January .....	Dr. D. Lowrey, Toronto, Ont.....
February .....	C. A. Crysdale, Winnipeg, Man.....
March.....	Beaudoin & Champagne, Montreal, Que .....
April .....	J. F. Best, Brandon, Man.....

## Leaders of Honor Roll "B" in 1906.

January.....	R. E. Brett, Victoria, B.C. ....
February .....	P. P. Pickering, Jamaica, B.W.I.....
March.....	P. P. Pickering, Jamaica, B.W.I. ....
April .....	J. McGeer, Vancouver, B.C.....

## Standing of Agencies, April, 1906.

1. Winnipeg	10. St. John, N.B.	Grenada, B.W.I.
2. Montreal	11. Guelph	20. Newfoundland
3. Head Office	Halifax, N.S.	Port Hope
4. Stratford	13. Kingston	22. Charlottetown
5. Vancouver	14. Bermuda, B.W.I.	23. Regina
6. Jamaica	Brandon	Orillia
Ottawa	London	25. Sarnia
Calgary	17. Brockville	Barbadoes
Hamilton	18. Trinidad	Peterboro' County

## He Carried No Life Insurance.

The following story about a man who carries no insurance for the protection of his wife and family has been going the rounds. This man awoke one night to find his wife sobbing quietly, and asked her, "What is the matter?" "I have just had an unpleasant dream," she replied. "I dreamed that I was down town and saw a store which advertised 'Husbands for Sale.' I went in and there were husbands of all kinds on exhibition. Some were tagged \$5,000, some \$2,000, some \$1,000, and some in the hundreds." "Did you see any that looked like me?" asked her husband. "Yes, and they were done up in bunches like radishes, and marked thirty cents."



The Guaranteed Dividend Contract is a **POLICY OF GUARANTEES** and the Imperial Life offers the most ample security that every guarantee will be fulfilled to the letter. The following facts bear witness to the strength and solidity of the Company's foundation.

#### **GOVERNMENT DEPOSIT**

1. The Imperial Life has voluntarily made a Government Deposit of \$225,324.00. The amount required to be deposited is only \$50,000.

#### **RESERVES**

2. It maintains reserves amounting to \$2,064,069—being about \$152,000 in excess of Government requirements.

#### **NET SURPLUS**

3. Its Net Surplus over and above every liability is \$188,431.11 according to the Company's standard of valuation. According to the less stringent Government standard of valuation the Company's Net Surplus is approximately \$340,431.11.

#### **CAPITAL**

4. The Subscribed Capital is \$1,000,000.00, of which \$450,000.00 is paid up. The remaining \$550,000.00 forms an additional fund always available for the fulfillment of the Company's guarantees to policyholders.

#### **SECURITY TO POLICYHOLDERS**

5. The total security provided by the Company for the protection of policyholders is equal to \$170 for every \$100 of liability to policyholders.

#### **ITS MOTTO**

6. The motto of the Company, adopted at its inception and steadfastly adhered to, is "First and Paramount, Absolute Security to Policyholders."

# The Imperial's Guaranteed Dividend Policy

— OF —  
“A POLICY  
GUARANTEES”



“First and Paramount—  
Absolute Security to Policyholders”

## **A POLICY OF GUARANTEES**

In view of the increasing demand on the part of the public for guaranteed results (as distinguished from returns that are merely estimated) the Imperial Life has instituted its Guaranteed Dividend policy. This contract resembles the usual "non-participating" contracts in that it is purely a policy of guarantees. It resembles the ordinary "participating" contracts in that there is a provision for dividends in addition to the face value of the policy. But it differs from both the "non-participating" and "participating" plans in one important respect, namely, that it GUARANTEES THE DIVIDEND.

## **DESCRIPTION OF POLICY**

The premiums under the Guaranteed Dividend contract are definitely limited to a fixed Premium Paying Period of 20, 25, or 30 years as the assured may select. If the assured survives this Period, he may receive the value of the policy either, (a) In Cash, guaranteed (including a guaranteed dividend equal to 50% of the last ten annual premiums); or (b) In Paid-up Insurance, guaranteed; or (c) As a Life Annuity, guaranteed; or (d) Partly in Cash and partly in Paid-up Insurance. If the assured dies during the Premium Paying Period the Company guarantees to cancel the remaining premiums and to pay the full face value of the policy to the beneficiary named. Moreover if the assured's death takes place during the last ten years of the Premium Paying Period, the Company guarantees to pay a Cash Dividend in addition to the face value of the policy.

## **AN OBJECTION MET**

The objection is frequently urged against Deferred Dividend policies that the assured forfeits all his profits if he dies before the completion of the Dividend Period. Under the Imperial's Guaranteed Dividend contract, if the assured dies during the last ten years of the Guaranteed Dividend Period, he does not forfeit his profits, because the Company guarantees to pay a Cash Dividend in addition to the face value of the policy. On the other hand, if the assured dies during the early years of the insurance, the face value of the policy is far greater than the total amount of the premiums paid.

## **A UNIQUE CONTRACT**

The Imperial Life is absolutely the only Company that issues this form of policy. The premiums are as low as is consistent with safety. Everything about the policy is guaranteed. It contains the liberal provisions inserted in the Company's ordinary contracts, including Cash Surrender Values, Loan Values, Paid-up Insurance, Extended Term Insurance, Automatic Non-Forfeiture Privilege, One Month's Grace for payment of premiums, etc.

## **HEAD OFFICE, TORONTO**

Full particulars of this attractive policy furnished on application to the Head Office, or any of its Agents.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 12

Published by the Imperial Life Assurance Co'y of Canada

(1-6-06)

## PERSEVERANCE



"That which we are, we are ;  
One equal temper of heroic hearts,  
Made weak by time and fate, but strong in will,  
To strive, to seek, to find, and not to yield."—*Tennyson*.

—  
"They can conquer who believe they can."—*Virgil*.

—  
"The surest way not to fail is to determine to succeed."  
—*Sheridan*.

—  
"The heights by great men reached and kept  
Were not attained by sudden flight,  
But they, while their companions slept,  
Were toiling upwards in the night."—*Longfellow*.

—  
"A greater name ;  
The list of glory boasts not. Toil and pain,  
Famine, and hostile elements, and hosts  
Embattled failed to check him in his course.  
Not to be wearied, not to be deterred,  
Not to be overcome.

.....  
And wealth, and power and fame were his rewards,"  
—*Southey*.



## An Appreciation.

*T. Bradshaw, Esq.,  
Toronto, Ont.*

WINNIPEG, May 26th, 1906.

DEAR SIR;—

### RESPECTING THE GUARANTEED DIVIDEND POLICY.

The phrase "A Unique Contract" very aptly applies to this new production. To the person who desires a positive and definite contract, the Imperial is surely in a position to meet every requirement. The liberality of the Imperial policies, combined with the absolute guarantee features, the return of premiums in the event of death during the last 10 years, the substantial cash surrender, loan, paid up insurance, and extended term insurance values, accompanied by the Non-forfeiture provision, also taking into consideration the stability of the Company which offers so definite a proposition, enables the Company's Representatives to meet such demand for an insurance policy without any element of uncertainty so far as the estimated profits are concerned.

Yours truly,

JNO. W. W. STEWART,  
*Supt. of Western Agencies.*

## The Guaranteed Dividend Policy.

The printing of the policy forms for the new Guaranteed Dividend contract was attended with considerable delay. In order to place the plan in the hands of our agents at the earliest possible moment, the tables of rates, the illustration blanks, etc., were rushed forward to the exclusion of everything else, and, as a result, a large number of applications on the Guaranteed Dividend system were received before the policy forms were ready. However, we can now announce that the policy forms have been completed, and henceforth we are prepared to handle Guaranteed Dividend applications at the rate of one hundred a day.

There is abundant evidence that the new plan is fulfilling the purposes for which it was devised. Imperialites are finding that they are able to secure applications on this plan from clients who will not consider any proposition short of an actual guarantee. A good many people reading newspaper accounts of the failure of certain Companies to realize estimates recklessly made twenty or thirty years ago, lose faith in estimates altogether, and refuse to consider even figures based on careful and conservative calculations. When an Imperialite meets a person of this description, he need not attempt to argue with him as to the reliability of estimates—that would be fruitless in most cases. He need not present one of the ordinary non-participating plans as an alternative—a very bare and unattractive alternative. Instead, he can present the Guaranteed Dividend Policy, which exactly meets the requirements of the case, and in point of liberality compares favorably with any plan issued by this or any other Company.

One of the strongest points in connection with the Guaranteed Dividend

policies is the liberality of the Cash Surrender and other Guaranteed Values. The following table shows :—

(1) The Cash Surrender Values from the third to the twentieth year at age 35 under the 20 Payment Life Guaranteed Dividend Policy.

(2) The Cash Surrender Values at age 35 under the Imperial's ordinary 20 Payment Life Participating Policy.

(3) The Cash Surrender Values at age 35 under the 20 Payment Life Participating Policy of Company A which gives the highest guarantees of any company operating in Canada.

(4) The Cash Surrender Values at age 35 under the 20 Payment Life Non-participating Policy of Company B, which is one of the strongest American companies with which Imperialites have to compete.

CASH SURRENDER VALUES — AGE 35 — AMOUNT \$10,000

YEAR	IMPERIAL LIFE		COMPANY A	COMPANY B
	20 Pay. Life Guar. Dividend Prem. \$378.00	20 Pay. Life Participating Prem. \$369.50	20 Pay. Life Participating Prem. \$381.50	20 Pay. Life Non-participating Prem. \$298.70
3	\$ 580	\$ 450	\$ 480	\$ 360
4	850	650	750	570
5	1150	880	1020	790
6	1500	1140	1310	990
7	1890	1430	1610	1220
8	2320	1760	1920	1460
9	2660	2010	2240	1720
10	3180	2400	2560	1970
11	3560	2680	2890	2230
12	3960	2980	3220	2520
13	4370	3280	3560	2810
14	4790	3600	3900	3120
15	5220	4260	4270	3450
16	5670	4620	4650	....
17	6140	4990	5060	....
18	6620	5370	5480	....
19	7130	5770	5940	....
20	7650	6190	6400	5370

As will be seen from the above comparison, the Guaranteed Dividend plan excels all the others in the liberality of its guarantees. Let our agents, therefore, in their canvass, lay special stress upon this feature. In competition, the policy with the generous guarantees must inevitably win the day. With the new policy in your hand, you can face competition from whatever source it comes.

**The Guaranteed Dividend Policy is a policy of guarantees—and big guarantees at that.**

**As Usual—Prompt and Satisfactory Settlement.**

10 LONG STREET, ST. JOHN'S, ANTIGUA, 4th May, 1906.

Mr. S. Galbraith,

Agent Imperial Life Assurance Co.

DEAR SIR,—Will you kindly convey to the Imperial Life Assurance Co. my thanks for the cheque for \$750 which they have sent me, being the amount of policy my late husband held in

the Imperial Life. I must also thank you for the trouble you have had in the matter, and for inducing him to insure his life in such a generous Company, which has paid the policy in full, although the premium was nearly due when my husband died.

Yours faithfully,

J. A. COULL.

159 HOLLIS STREET,

HALIFAX, N.S., May, 25th, 1906.

T. Bradshaw, Esq.,

*Sec'y Imperial Life Assurance Co., Toronto.*

DEAR SIR,—In acknowledging the receipt of the Company's cheque for \$1000, covering the claim under Policy No. 1799, upon the life of my late husband, I desire to express my appreciation of the promptness with which the case has been met, and the assistance given me by J. C. Gass, Provincial Manager, in completing papers, etc. It was assuredly a wise undertaking on the part of my late husband, the taking on of this insurance, and this further demonstrates the wisdom of making provision for the welfare of those who are dependent upon us. I can cheerfully recommend your Company to any who may be thinking of taking on this protection.

Yours truly,

SABINA NORMAN.

P.S.—I also have pleasure in stating, that my husband held policies in two other Companies, and that the Imperial was the first to settle their claim.

### **A Clincher.**

"Life insurance," said the man who was disposed to argue, "is nothing but a game of chance. It's based on averages and probabilities. There isn't an element of certainty in it, from first to last."

"Oh yes, there is."

"Just name it, will you? If you can, I'll take out a policy."

"The certainty is that the man that's insured will die some day," said the life insurance agent, taking a blank application out of his pocket. "What amount do you want to carry?"

### **A Few Nuts for the Uninsured to Crack.**

"I can carry my own insurance and get along without the companies."

Certainly! And you can go into the woods and chop and hew the material to build your house, and get along without saw-mills—but you don't.

And when your business calls you from Des Moines to Chicago, you could walk, and get along without the railroads—but you don't.

And when you want to write to a friend in California you could carry or send the letter to him overland, and thus get along without the United States mails.

And you could spade up your field, and get along without the plow.

You might also flail out your grain, and get along without the thrasher.

And you could wear the skins of animals for clothing and get along without the looms.

And you could remain single and get along without your wife—and you ought to do it if you won't protect her with an insurance policy.

—*Prudential Weekly Record.*



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 13

Published by the Imperial Life Assurance Co'y of Canada

(19-6-06)

## RESOLUTION



Be stirring as the time; be fire with fire;  
Threaten the threatener and outface the brow  
Of bragging horror; so shall inferior eyes,  
That borrow their behaviours from the great,  
Grow great by your example, and put on  
The dauntless spirit of resolution.

—*Shakespeare.*

If nothing more than purpose is thy power—  
Thy purpose firm is equal to the deed:  
Who does the best his circumstance allows,  
Does well, acts nobly: Angels could no more.

—*Young.*

The greatest gift the hero leaves his race  
Is to have been a hero. Say we fail!  
We feed the high traditions of the world  
And leave our spirit in our children's breasts.

—*George Eliot.*

## Assessment Insurance.

We give below a table based on figures taken from the Bulletin Assessment Chart for 1906. Two or three outstanding features are worthy of attention.

COMPANY.	Lapsed.	Taken.	Percentage of Lapsed to Taken.	Assets per \$1000 of Insurance.	Annual Premium (age 35)
Ancient Order United Workmen ..	\$7,440,000	\$ 497,500	1,495.48	\$10.94	\$16.80
Canadian Order of Foresters.....	1,232,320	6,754,060	18.25	33.46	10.20
Canadian Order of Oddfellows....	316,150	687,250	46.00	21.87	9.36
Catholic Order of Foresters.....	5,918,500	10,289,000	57.52	9.35	11.64
Catholic Mutual Benefit Association.	820,000	1,425,000	57.54	9.35	13.20
Chosen Friends .....	1,351,870	2,861,750	47.24	21.31	9.12
Commercial Travellers .....	88,000	138,500	63.54	31.34	15.00
Canadian Order of Home Circles..	802,000	1,326,000	60.48	11.59	8.04
Independent Order of Foresters...	15,766,712	23,719,250	66.47	36.43	16.56
Maccabees.....	65,037,362	30,362,250	214.20	13.42	17.40
Knights of Pythias.....	8,765,500	17,652,500	49.66	12.30	17.40
Oddfellows .....	515,000	2,488,500	20.70	18.03	10.50
Orange Grand Lodge .....	527,000	977,000	53.94	1.27	9.36
Royal Arcanum .....	138,877,500	35,812,000	387.80	6.49	9.96
Royal Templars .....	538,150	784,500	68.66	13.23	12.00
Sons of England .....	108,000	271,750	39.74	11.94	10.92
Sons of Scotland.....	443,500	492,252	90.10	36.66	15.00
Woodmen of the World .. .....	954,000	1,556,000	61.31	13.68	9.72

**LAPSES.** The amounts of insurance taken and lapsed respectively in 1905 are given for the principal assessment concerns. The thought that strikes the reader at once is the exceedingly high proportion of lapses in the case of nearly all the societies. Herein lies one of the essential weaknesses of the whole system of assessment insurance—its instability. A society may be one day apparently prosperous and flourishing, the next day a sudden panic may take place and strip the society of half its membership. Witness the cases of three of the most important societies, the Workmen, Maccabees and the Royal Arcanum, whose lapse rates in 1905 were respectively 1495%, 214% and 387%.

Nor can the societies claim that they make any money from lapses. The premiums charged are usually insufficient to pay even the cost of current insurance, so that a lapsed policy leaves nothing in the treasury. Moreover, the lapse rate has a direct and important influence on the death rate of a society. Take the case of the Royal Arcanum for example. In 1906, 73,005 persons carrying insurance amounting to \$138,877,500 left the society. The great majority of these withdrawals were, undoubtedly, young and healthy persons, who refused to pay the recent increase in rates, and most of whom are probably by this time insured elsewhere. But what about the other members who did not lapse—who kept up their insurance in spite of the increased rates? Without a doubt, the majority of these remaining members are persons whose ill health or advanced age prevents them from obtaining insurance elsewhere. The best risks have left the society, the “screenings” remain. We leave it to the common sense of the reader to say what effect this “adverse selection” will have upon the death rate of the society.

**ASSETS.** Every one of the societies given in the above table is older

than the Imperial Life, and consequently is subject to a higher death rate than this Company. Every one of these societies charges a lower scale of rates than the Imperial, and therefore, has a proportionately smaller premium income from which to meet the death losses of the future. From both the above facts, it might reasonably be argued that these societies *should* have on hand a larger sum than the Imperial from which to pay future death losses. What are the facts? The societies show assets of from \$1.27 to \$36.66 per \$1,000 of insurance in force; while the Imperial Life has assets amounting to over \$160.00 for every \$1,000 policy on its books.

**RATES.** The table shows the annual rates charged by these societies. For these small amounts, the societies undertake to provide \$1,000 of life insurance, and—in some cases—sickness benefits as well. At least one of the societies requires no medical examination. We have no hesitation in saying that these rates are *in every case* inadequate, and in most cases *utterly inadequate*. *The net annual premium for a whole life assurance of \$1,000 at age 35, assuming 4 per cent. interest and medically examined lives, but making no provision for expenses, is \$18.84, which is over 8 per cent. higher than the highest of the rates given in the above table.*

The scores upon scores of these societies that have failed not only in Canada but also in the United States and in Great Britain should be conclusive proof of the fallacy of the whole system of assessmentism. Contrast this with the fact that in Canada there has never been a failure of a legal reserve life insurance company.

Within a short time the Workmen, the Maccabees and the Royal Arcanum have all increased their rates to the figures given in the table. A few years ago any member of these societies would have scoffed at the idea that their premiums were too low. Query,—are their rates high enough yet?

Take the case of the Royal Templars, whose official organ, *The Royal Templar*, was wont to boast regarding the strength of the Order and the sufficiency of its rates. The income of this society is only one-sixth of that of the Imperial, and its assets are not quite one-twenty-sixth of the Imperial's, yet it has been paying out in death claims every month a larger sum than the Imperial Life. The officers of the Society have evidently become alarmed, since a few weeks ago they issued instructions for an increase in rates (the second or third increase since the Society's organization 22 years ago). During 1906 we may expect to see a big secession from the ranks of this Society. Watch the 1907 Bulletin Assessment Chart for the results consequent upon this latest increase in rates.

And a remarkable fact is that there are other societies with even lower rates. The Canadian Order of Home Circles, for example, charges only \$8.04 for \$1,000 insurance at age 35. According to this, a man aged 35 would have to live and pay premiums for 125 years (*i.e.* he would have to attain age 160) before his payments equalled the face value of his policy!!!

"But," some one objects, "we must allow for compound interest." As a matter of fact, these societies get very little benefit from compound interest,



since their annual income is very seldom much in excess of their annual disbursements. Often it is less. For instance, the Order of Home Circles paid out during the last two years \$536,673, while its total income during that time, premiums, interest and all, was only \$566,020. Not much chance here for compound interest. The interest receipts of the Royal Templars, we imagine, must have been smaller still, since their total income in 1905 was only \$134,170, while they paid out for death losses and other expenses \$145,853.

However, enough for the present regarding assessment insurance. The entire system is so enshrouded in delusions and fallacies and twisted mathematics that it would need several volumes to lay the whole subject bare.

### **"Prompt Payment of Claims"**

SHELLMOUTH, Man., May 8th, 1906.

Mr. J. S. Wallace,  
Manager Imperial Life Assurance Co.,  
Winnipeg, Man.

#### **Re Policy No. 7411, F. G. Bryant, deceased.**

DEAR SIR,—Respecting my claim under the above policy for \$1,000 on the life of my son, F. G. M. Bryant, which policy was taken out in 1902, I must sincerely thank you for the very prompt manner in which your Company has issued cheque in my favor for the sum insured, the cheque being received by me the day following that on which I sent you the discharge form complete. I feel quite sure that such prompt payment of claims should be a good advertisement, and should be the means of securing more business around our country.

Again thanking you for your promptness.

Yours sincerely,  
JESSIE BRYANT.

### **No Lack of Nerve.**

Some time ago we published the true story of a man who received a matured endowment of \$150, the paid-up value of a policy lapsed many years before, and supposed by the assured to be valueless. The Company spent several years and much effort in locating the man—after the policy matured. He was surprised to get the money, but instead of being grateful, sued the Company for interest on the money from the time after the policy matured until the Company found him.

The *Coast Review* now prints a story that matches this :

The Continental Life and Investment recently paid a considerable claim to the widow of a San Francisco policyholder. The agent tendered her a check for the amount of her husband's policy, expecting a few appreciative words.

She looked at the check thoughtfully and then asked: "Is this all I get?"

The amazed agent replied: "That is the face of the policy, madam; and you know your husband had not been insured long."

"That's just it," coolly replied the widow. "My husband paid you for a year's insurance and he died in three months. You see, he got so little insurance for his money. It seems to me you ought to pay back three-quarters of the premium.

The agent lives to tell the tale.—*The Life Insurance Independent.*

## Re Annual Reports.

We still have on hand a large number of these reports. Our agents were supplied with these in limited numbers three or four months ago, and if they have been distributing them as widely and systematically as we hoped, further supplies should soon be required in some agencies. If any of our representatives are already out of the reports, we would like them to write immediately for some more. The Head Office furnishes special envelopes for use in mailing the reports.

As stated more than once before in the AGENTS' NEWS, the Imperial's Annual Report for last year is one of the best canvassing documents that any agent could desire. Without disparaging any of the other companies in the field, we may say that there is many an agent, representing a rival company, who looks with envy upon the record of the Imperial Life, and no doubt often tries to figure up how many more applications he might secure if *his* Company could put forward as favorable a showing. We say emphatically that the Imperial Life has had a magnificent record, and that its standing at 31st December, 1905, was better, stronger and more prosperous than ever before in its history. Our agents are aware of that. *But do they realize it? Do they advertise it?* Are you, Mr. Agent, distributing the Company's annual statement all over Canada, letting people know that the Imperial Life is a successful, aggressive, prosperous Company, and that you are proud of its record, and that you are its representative in your district? Are you doing this? If not, you ought to be ashamed of yourself, and had better, at your earliest convenience, seek out the smallest and slowest company operating in Canada and apply for a sub-agency. Such a position will just suit you.

## The Guaranteed Dividend Policy.

We are sending to all our representatives sample policies on their own lives written at age thirty on the 20 Payment Life, Guaranteed Dividend Plan, amount \$5,000.

There are many indications that this is going to prove the "banner policy" for the next few months. The 20 Payment Life is always a popular plan, and when offered in combination with the manifold attractions of the Guaranteed Dividend contract, it should meet with a steady sale. Remember that in the present state of life insurance in Canada *Guarantees* will win every time. There is no excuse for the Imperialite who, when he has the "policy of guarantees" in his pocket, allows other companies to get away with the business.

We investigated the strong points of this policy pretty thoroughly in Agents' News, Vol. VII. number 10.

Here is an attractive feature of the contract that we have not before dealt with.

The annual premium for a \$5,000 policy at age thirty is \$169.00. Multiply this by 20 and we get the total amount paid in premiums, \$3,380. The guaranteed dividend payable at the end of 20 years is \$845, making the *net cost* of the \$5,000 policy just \$2,535. The person holding the policy

remains insured as long as he lives and the beneficiary ultimately receives \$5,000 in return for payments aggregating only \$2,535.

The beauty of this policy is that it may be surrendered and thus virtually converted into an endowment, *at any time that the assured may select*. If the assured desires to surrender it at the end of the Guaranteed Dividend Period of 20 years, he may do so. If he prefers to continue it for, say ten years longer, the insurance for the additional ten years costs him nothing, and the longer he holds his policy the more valuable it becomes.

Suppose the assured continues his policy for twenty years after the completion of the Guaranteed Dividend Period and finally surrenders it on attaining age 70, he receives:

(a) Guaranteed Dividend at end twenty years.....	\$ 845
(b) Guaranteed Cash Surrender Value at age 70 ....	3,735
	<hr/>
Total.....	\$4,580
He has paid twenty premiums of \$169 each.....	3,380
	<hr/>
Gain to the assured.....	\$1,200
(in addition to \$5,000 insurance protection for 40 years).	

The assured, therefore, receives good interest on his money, besides having enjoyed the insurance absolutely free.

NOTE.—It is important that the agent should understand how to obtain the Cash Surrender values applicable to these Guaranteed Dividend policies after the completion of the Guaranteed Dividend Period. A Guaranteed Dividend policy is fully paid-up at the completion of the Guaranteed Dividend Period: Thus under the 20 Payment Life, G. D. system—

- The value at the end of 21 years of a \$1,000 policy taken out at age 26—
- Is the same as—
- The value at the end of 27 years of a \$1,000 policy taken out at age 20—
- Or,
- The value at the end of 23 years of a \$1,000 policy taken out at age 24.
- Each of them being equal to \$189, which is—
- The reserve at the end of 20 years (column 4) given opposite age 27.

The attained age in each case being 47.

### System in Business.

Under the above heading, we will print in the next two or three issues of the Agents' News, an address given by Mr. E. A. Woods, Manager of the Equitable Life in Pittsburg, Pa., which is given in the Insurance Press and contains so many valuable suggestions that it should prove of great assistance to Imperialites. Mr. Wood begins as follows:—

“What would modern banking or any branch of modern business be without system? Cannot life insurance agents in general, and you in particular, gain something by using more system in conducting your business? Are not the successful life insurance men you know, especially those who stay successful, those who are systematic? Does random work in life insurance or in any other business pay in the long run? We have heard much of the crimes of the “System.” Is there not something to be said on the crime of having no system?”



"Mr. A. S. Herenden once went into a furniture factory in Michigan and insured eleven people that morning, all of whom were examined and settled on binding receipts. In how many cases do we systematically work one establishment or one field for all the business there is, without the waste of time involved in insuring one man in one building, or even one town, and then instead of using the influence created by this case to advantage, spend time and money in hunting up another prospect in some entirely different building, business or field? Do we get the good out of the 'endless chain' idea that we might by applying it in the life insurance business? Do we see that the influence of every policyholder is used to the utmost, and that he is made as much of a centre from which to work for future business as possible?"

"If an applicant is rejected, do we try to place that insurance on some one else, his wife, child, or some other relative instead of giving up the case?"

"Where the cause of the rejection or postponement is temporary, do we keep a record of the case and see that as soon as the applicant is insurable, even if years hence, we get the insurance instead of some other agent?"

"Do we see all our policyholders or communicate with them only once or twice a year? How many of our policyholders do we find out to our mortification some months or years afterwards have bought insurance in other companies because we have not followed the cases up? It always pays to communicate with or call upon an applicant about the time his age changes and again about the time of his birthday. He will appreciate it and we will generally secure his influence on others if no further business from him."

"Do we mail our policyholders and our prospects interesting material or information adapted especially to them? It will strengthen many a policyholder weak in the faith and it will make a strong tie between ourselves and our policyholders.

*(To be continued in the next number.)*

### **Re the Honor Roll.**

May was a pretty successful month for the Imperial Life. Several of our representatives contributed business that was creditable to themselves and acceptable to us. The new Guaranteed Dividend contract helped to swell the totals for the month.

Taylor, Ross and Crysdale still hold the record for the greatest number of appearances on Honor Roll "A." All three of these gentlemen are "stayers." They work steadily, consistently and energetically all the time.

Messrs Turner, Best, Ney and Lawson are also to be congratulated on their standing for May. Mr. J. W. Ney has returned from the West Indies and is back in Bracebridge again. No matter where he is, he gets the business.

Messrs. Westman, Southern and Mercer are new names on the Honor Roll. They all did good work last month.

Congratulations to Mr. Robinson on his \$50,000 application.

### **Honor Roll "A" for May.**

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed :—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked :—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon.

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
J. A. Robinson, St. John's, Nfld....	\$50,000	1	\$2,015.00	1	3
C. M. Turner, Calgary, Alta .....	15,000	2	465.15	3	3
J. F. Best, Brandon, Man.....	12,000	3	355.70	6	4
Israel Taylor, London, Ont .....	11,500	4	406.90	4	5
J. W. Ney, Bracebridge, Ont.....	10,000	5	544.40	2	3
Jos. Lawson, Guelph, Ont.....	10,000	5	387.15	5	1
A. W. Ross, Winnipeg, Man .....	9,500	7	282.50	9	5
S. P. Saunders, Hamilton, Bermuda	9,000	8	302.30	7	2
F. B. Springer, Vancouver, B.C....	8,000	9	284.00	8	2
S. F. Flatt, Fort William, Ont.....	7,000	10	248.70	10	2
G. H. Gillespie, Kingston, Ont.....	7,000	10	236.75	11	2
H. B. Andrews, Stratford, Ont.....	7,000	10	195.10	13	4
J. C. Gass, Halifax, N. S.....	6,000	13	207.50	12	4
J. A. Westman, Regina, Sask.....	6,000	13	184.35	16	1
W. J. Southern, St. John, N. B....	5,500	15	190.55	14	1
J. W. Mercer, Bay Roberts, Nfld...	5,000	16	185.50	15	1
J. B. Cooke, Kingston, Ont.....	5,000	16	165.10	17	3
C. A. Crysdale, Winnipeg, Man ....	5,000	16	146.80	18	5

### **Honor Roll "B" for May.**

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
J. McGeer, Vancouver, B.C.....	\$5,000	1	\$234.10	1	3
C. Elvins, Toronto, Ont.....	5,000	1	131.50	2	1
W. Dansereau, Montreal, Que.....	4,500	3	98.85	3	1
C. F. Dale, Montreal, Que.....	3,000	4	95.80	4	1

### **Leaders of Honor Roll "A" in 1906.**

January .....	Dr. D. Lowrey, Toronto, Ont.....
February .....	C. A. Crysdale, Winnipeg, Man .....
March.....	Beaudoin & Champagne, Montreal, Que .....
April .....	J. F. Best, Brandon, Man.....
May.....	J. A. Robinson, St. John's, Newfoundland.....

### **Leaders of Honor Roll "B" in 1906.**

January.....	R. E. Brett, Victoria, B.C. ....
February .....	P. P. Pickering, Jamaica, B.W.I.....
March.....	P. P. Pickering, Jamaica, B.W.I. ....
April .....	J. McGeer, Vancouver, B.C.....
May.....	J. McGeer, Vancouver, B.C.....

### **Standing of Agencies, May, 1906.**

1. Newfoundland	10. Grenada	18. Orillia
2. Winnipeg	Bermuda	19. Trinidad
3. Montreal	12. Halifax	20. Hagersville
4. Head Office	Ottawa	21. Jamaica
5. Vancouver	Stratford	22. Brandon
Calgary	15. Fort William	Belleville
7. Guelph	16. St. John	24. Charlottetown
Kingston	17. Regina	Brockville
9. London		

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 14

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(3-7-06)

## THE ROYAL COMMISSION

Most of our agents are probably aware that the investigation of the Imperial Life by the Royal Commission was concluded last month. A fairly full and tolerably accurate summary of the proceedings appeared in most of the daily newspapers, and as those of our representatives who have followed the evidence know, nothing was disclosed that affects in the slightest degree the stable and prosperous condition of the Company. In this and succeeding issues of the Agents' News we direct attention to a number of points which developed during the course of the investigation and which are well worthy of more careful consideration than they received in the daily press.



## Don't Let Him Say "No."

An agent can usually judge pretty accurately by the trend of the conversation whether he is carrying the prospect along with him in his argument or not. If the prospect is being convinced—well and good. The agent has only to await the psychological moment for producing the application form and securing the signature. But if the agent finds that he is fighting a losing battle, if he perceives that the prospect for some reason or other is holding back, then it is wise to avoid forcing a decision too soon. If the agent presses the point at this stage of the argument it is ten to one that the prospect says "No." When the prospect has thus declared definitely *against* the proposition, the agent is in a far worse predicament than before. In the earlier part of the conversation, the agent's task was to get the prospect to *make up his mind* (in favor of the proposition.) But now that the prospect has committed himself against the proposition, the agent must endeavor to induce him to *change his mind*—which is a far more difficult undertaking.

Don't let your client say "no." If you see that he is inclined to say "no" don't give him a chance. Remove the pressure, go back to the beginning again and try some new line of argument. You may even repeat the same arguments again if you think your prospect has not grasped them fully. So long as your man does not make up his mind *against* your proposition, you have a first-rate chance. He may interpose objections, excuses,—but these are only indications that he is weighing and considering your arguments; they are proofs that his mind is not made up and that he feels the force of your reasoning. Far better to bide your time, better even to arrange for another interview some other day, than to allow your man to put on record a decision which is not in your favor.

## Pocket Memo-Books.

These are one of the best advertisements the Imperial Life has ever produced. The demand for memo-books grows greater year by year. Our new supply is now to hand and orders from our representatives will be filled as received. Kindly remember, however, that these memo-books are not for wholesale distribution. They are intended to advertise the Company, but are too expensive an advertising medium to be thrown around broadcast. Give them to prospects and policyholders, etc., but not to persons who are unlikely to be interested in insurance.

## System in Business—SECOND ARTICLE—(*Continued from last number.*)

"Do we keep records of data that will help us to get insurance later? How many times are we told by a prospect that he has a policy that will become paid-up or due some time hence and then he will talk to us? Do we keep records of these facts? They will be invaluable to us later on. An advantage that the 'stayer' has over the 'quitter' is that this information can be of use to him, and is lost to the quitter.

"Do we notice when our policyholders have additional children, congratulating them either personally or by letter and suggesting suitable provision for the new child, which the father upon such an occasion is generally very willing

to consider? Many parents make it a rule to increase their insurance with every increase in their family.

"Do we see that the growing children of our policyholders, as they become insurable or go into business, are insured, utilizing with the parents the experience which we have gained, often at considerable expense, and by which they can profit?

"Do we keep records of the calls made upon applicants, the plans shown them, the objections they made, and the points that seemed to make a favorable impression on them? Even years hence this data will be invaluable. The very record of the number of calls you have made can often be used to induce a prospective applicant to act by showing him how systematically you have been following him up, and causing him to realize how long he has been deciding.

"Do we keep ourselves plentifully supplied with prospects from all sources, considering our friends, our acquaintances and the people in our community with a view to whether, if they died, they would leave an ample amount of assurance for their families? Do we watch the newspapers for notices of births, engagements, marriages, real estate purchases, and purchase-money mortgages placed; notices of prosperity, of partnerships and other business changes, with a view to seeing where life insurance is needed?

*(To be continued next number).*

### **Proceedings of the Royal Commission—Mortality.**

Q. "You have said that is partly due to the high rate of interest your Company earns . . . . .?"

A. "Yes, and to the careful selection of lives."

Q. "Or has it been good fortune?"

A. "No, I think it is due to the careful selection of lives . . . . ."

Q. "There is a gain on mortality, and what has the gain been in your Company?"

A. "Our mortality has been about 52 per cent. of the H<sup>m</sup> Select."

Q. "That is a very low rate?"

A. "Yes."

The above excerpt is from the official report of the evidence before the Commission. We add a few words in explanation of the technical terms used above.

Life assurance premiums are based upon a certain average rate of mortality, deduced from the actual experience of a large number of life assurance companies extending over many years. The mortality table thus framed is known as a standard table of mortality. It is customary for life assurance companies to compare their actual mortality experienced each year with the expected according to this standard table. The actual mortality will never be the same as that set forth in the standard table—there will always be some difference between the actual mortality experienced and the expected mortality. This difference will be a profit or loss according as the mortality actually experienced is less or greater than the mortality expected by the standard table upon which the premium rates have been based.

During the first eight years and three months of the Imperial's history ending 31st December, 1905, the total expected mortality according to the H<sup>m</sup> Select Table amounted to \$627,695, while the actual death losses were \$323,866, being \$303,829 less than or but 52% of the expected.

By a careful selection of its risks, the Imperial Life has saved its policyholders \$303,829 in eight years, and by a continuation of this judicious selection Imperial policyholders will be saved thousands of dollars in the future.

In this connection, it is interesting to note the opinion expressed by a

recognized authority upon the subject. Referring to the selection of risks, he says:—"This side of the management of a life insurance company is of the first importance. . . . A half million dollars in the death claims for one year in one of the largest companies may be saved by the application of wisely directed attention with far greater ease than one hundred thousand dollars can be saved in expenses."

In presenting the Directors' Report at the last annual meeting, the President drew attention to the fact that since the Company's inception in 1897, the death losses have actually been less than the cash interest receipts during the same period (see page 10 of Annual Report, bottom of page.)

### **Prominent Policyholders.**

We have on hand a large supply of these lists of prominent policyholders. They are a good advertisement for the Company if properly utilized. Now is the time to make use of them, while the list is practically complete and up-to-date.

### **From the Montreal Herald.**

"There may be such a thing as speaking too soon, but up-to-date it looks as though Canadian life insurance men were not crooked enough to be interesting."

### **Important Notice.**

As our agents are aware, the application form was recently divided into two parts, with the object of ensuring the privacy of the medical examiners' report. With the same object in view, a further step has now been taken. In future, the Inspection Department at the Head Office, when notifying agents regarding declined or liened applications will not give the *reasons* for the Insurance Committee's unfavorable action.

It is felt that this new method will be much fairer to the Company's medical examiners, and that it should, on the whole, be satisfactory to our agents.

We do not need to say that every application will, in the future, as heretofore, be given the fairest and most impartial consideration. The Insurance Committee never acts upon a risk until it has full information regarding the case; and, consequently, when an agent is notified that one of his applications has been declined or liened, he may rest assured that the company has done its best for him, and that the decision of the Insurance Committee, as communicated to him, is the most favorable possible under the circumstances.

### **The Guaranteed Dividend Policy.**

Mr. J. W. Ney, of Bracebridge has only recently returned from the West Indies, where the G. D. contract is not in effect, and consequently, until a few days ago had not an opportunity of examining the new policy. When he received a sample, it did not take him long to arrive at an opinion which he expressed in the following succinct form:

BRACEBRIDGE, ONT., June 22nd, 1906.

T. BRADSHAW, ESQ.

"*Re New G. D. Policy.* Its a very fine contract and should be a great success."

Yours truly,

J. W. NEY.

### **"Prompt and Satisfactory."**

CROSSPOINT, N.B., June 21st, 1906.

T. BRADSHAW, ESQ.,

Secy. The Imperial Life Assurance Co., Toronto.

Dear Sir:—

We appreciate the prompt and satisfactory way in which your Company have settled the claim \$4,000 on the life of my father, William S. Murray, who was insured under policy No. 5735.

Respectfully yours,

MIKE E. MURRAY.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 15

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(16-7-06)

## GET BUSY

NOW that the Insurance Commission's work is completed, so far as the Imperial Life is concerned, the work of our representatives in the field should be much smoother and easier. The present position of the Imperial has been proved to be absolutely sound. If any of our agents have, during the last few months, found their efforts retarded by the general feeling of suspicion which for a time was evinced towards all the life companies, they now have no longer any such obstacle to encounter. The Imperial Life and most of the other companies have been examined in the most thorough and searching manner, and the result of the investigations so far has been a bitter disappointment to those who hoped for sensational disclosures of dishonesty, etc. As the funny man of the Montreal Herald says, it appears as though Canadian life insurance men "are not crooked enough to be interesting." Such a state of affairs may be eminently unsatisfactory to scandal-mongers and their tribe, but it is a cause of congratulation to all those who have the financial and insurance interests of the country at heart. The past months have been discouraging so far as field workers are concerned. The worst is now past, and if our agents will redouble their efforts during the remainder of the year, they can easily recover the ground they have lost during the early months of 1906.

## Proceedings of Royal Commission—(Continued)—Investments.

"MR. TILLEY: Q.—Mr. Blake asks me to ask you for a statement of the losses and profits, the net result of losses and profits on your investments. A.—.....The Imperial Life has during the past eight years, apart from loans to policyholders made, as evidenced by the returns of this Commission, 'call loans' amounting to over a million and a half of money, it has purchased securities of over a million and a half, it has sold securities of about three-quarters of a million, and it has made mortgage loans of over one million and a half.

"MR. BLAKE: Q.—What is the total of that? A.—The total of those figures is about five millions of money. What has been the net result of all these transactions? The actual cash losses made in respect of them amounted to \$4,124,.....the actual cash profits realized over and above interest amounted to \$34,846; the average rate of interest carried has varied from 4.01% in 1897 to 4.68% in 1900, 5.37% in 1902, 5.52% in 1905, or an average between 1897 and 1905 of 5.15%. On December 1st, 1905, our total assets according to the Company's own statement amounted to \$2,828,000 invested\*, as I said this morning 45 per cent. in mortgages, 4 per cent. in loans on policies, 1 per cent in stocks, about 8 per cent. loans on collaterals, 24 per cent. in bonds and debentures, 1 per cent. in other assets, 7 per cent. in outstanding premiums, 1 per cent. in interest, and about between 6 and 7 per cent. in cash on hand. Our assets in our own valuation amount to \$2,828,000, while in the report to the Government, as called for, they amounted to \$2,840,000; that is to say, we have taken a more conservative view than the Government has by some \$12,000."

The above extract from the official evidence speaks for itself and is, in fact, a remarkable tribute to the careful and prudent management of The Imperial Life. It shows:—

1. That in eight years, \$5,094,838 was handled by the Investment Department; the actual cash losses in all that time being only \$4,124.26, that is, about one-fourteenth of one per cent. on the aggregate amounts invested.
2. That the gains (exclusive of interest) realized during the same period exceeded the losses more than eight fold, or by \$30,722.
3. That the rate of interest has increased steadily from 4% in 1898 to a little over 5½% in 1905.

\*The percentages given are approximate and differ very slightly from those carefully compiled and set forth in the Annual Report.

## First and Paramount "Absolute Security to Policyholders"—and Absolute Fairness.

The charter of the Imperial Life provides that after any policyholder shall have paid "three or more annual premiums thereon and shall fail to pay any further premium, or shall desire to surrender the policy, the premiums paid shall not be forfeited," but he shall be entitled to a paid-up and commuted policy or a cash payment "provided he shall demand such paid-up and commuted policy or such cash payment while the original policy is in force, or *within six months after his failure, to pay a premium thereon.*"

The above section in the Imperial's charter led to the following discussion before the Royal Commission:

Q.—"Do you have regard to this 6 months' period during which he must apply? A.—No.

Q.—Have you ever credited such profits (cash surrender value) to him, or dealt with him in that way after the six months had expired? A.—Yes.

Q.—Voluntarily? A.—Yes, there is no case in the Company's experience where the policy has been three years in force and is entitled to a surrender value, that that policyholder has not been paid the amount of his cash surrender value, or if we are unable to locate him, that that amount has not been passed to his credit in our books.

Q.—What I am asking you does not suggest that we have any complaint; I may say that we have no complaint? A.—No, but I think that practice varies from the practice in some of the companies, that is why I wish to emphasize it."

The provision requiring the withdrawing policyholder to demand his surrender value within a specified period is found in the charters or policy contracts of most companies. Some companies have been known to adhere strictly to this rule and refuse to pay the cash surrender value to a policyholder who had neglected to apply for it in time. It is another proof of the liberal and fair treatment which the Imperial Life accords to its policyholders, that this Company has never refused to grant a surrender value on the ground that it was not applied for within the period stipulated. More than that, it is the invariable practice of the Imperial Life, under its Automatic Non-Forfeiture Provision to voluntarily advance the amount of the Cash Surrender Value when a premium is unpaid.

The aim of the Imperial Life has been always to treat its policyholders fairly and generously, and that is the reason why the examining counsel was able to say with reference to this Company.

"What I am asking you does not suggest that we have any complaint. I may say that we have no complaint."

### **System in Business**—THIRD ARTICLE—(*Continued from last number.*)

Do we watch our Renewable Term policies, if any, and change them, as soon as opportunity offers, to a more profitable form?

Do we keep a record ourselves of our own efforts? Our principal asset is our time. Our principal object of bookkeeping is to inform ourselves of our exact condition. When our principal asset is time, do we keep any systematic record of whether this is wisely or unwisely expended? It pays a merchant to go over his books and see at the end of the year just where money was wasted or could have been more effectively expended, and it pays an insurance man to have some record of the work he has done and his method of work, that he can determine whether any profitable changes can be made.

Do we systematically plan out each day's business, starting from home in the morning with a definite idea of the work we intend to accomplish that day and with our minds upon it, or do we wait until we should be actively at work before we plan where we shall go and upon whom we shall call that day? A few days ago one of our best agents voluntarily suggested making a report to the office each night of the work he had done, for the purpose not only of making a record of it but of coercing himself into more systematic work. For weeks, he had done little business. In eight days following up this method he wrote \$63,000 of business. The easiest person for a man to deceive is himself, and many an insurance man deludes himself with the idea that he is working when as a matter of fact, a record of his work would not stand his own analysis. Years ago Mr. Hyde asked the head of a department to make up a report of his department. When another officer reminded Mr. Hyde that he already knew



what he was asking his department head to figure up, Mr. Hyde said: yes, but I want HIM to know it.

Do we systematically call upon policyholders and make every effort to cement our hold upon them? Do we feel that it is generally our fault if we lose the influence of a customer once secured, just as an attorney or a physician expects not only to hold but extend his practice by keeping clients and patients already secured?

When a man dies uninsured, do we at once ascertain with what relatives, acquaintances or friends such a regrettable fact can be used to prevent their repetition of the same mistake?

Do we keep clippings from the newspapers—items about men prominently before the public who in so many cases had big incomes but whose estates figure up very little; notices about one time wealthy men or their families reduced to poverty; of aged people many of whom made good incomes during their productive years, but laid nothing by for old age; of men and women left estates who through poor business ability or mismanagement of others have lost it; many other items that would be particularly valuable locally where the party lived and was known? We can hardly pick up a daily paper without finding some striking illustration of the value of systematically laying by for old age; of the beauty of taking care of those dependent upon us through form of income policy, etc.

### **Imperial Life Signs.**

A consignment of enamelled metal signs which was ordered some weeks ago has now been received from England. District and provincial managers are asked to send in a list of the branch offices where these signs *are needed*.

### **All Died Within One Year.**

We give on the opposite page a list of the claims which this Company has paid upon policies all of which were in force less than one year. Taking that list of death claims as our text we might preach quite a sermon, but we shall be content with emphasizing a couple of points which are suggested naturally from a perusal of the list.

Note the obvious disproportion between the amounts *paid out* by the Company and the amounts *paid in* by the assured. The persons whose names appear in the list paid premiums amounting to only \$4,670.65; their heirs received in return a total of \$96,500.00. Actual examples like this illustrate in a striking manner the benefits of life insurance. In comparing a life policy with any other investment, it must be remembered that the policy guarantees to the holder *from the outset* a return many times in excess of the annual premium.

There is surely a warning here for those who would procrastinate in the matter of insuring their lives. Every one of the persons named in the list, if he had delayed for twelve months longer would have died without insurance. Every one of these persons, at the time of taking out the insurance, was in perfect health, so far as medical science could determine. The uncertainty of life and the importance of securing life insurance in time are the lessons which obviously follow from a perusal of this list. Note the predominance of acute diseases, such as fever, pneumonia, etc.; also, the large number of accidental deaths.

NAME	ADDRESS	Age at Death	Cause of Death	Amount of Policy	Premiums Paid	Difference
W. J. Robinson ...	Kingston, Ont. ...	39	Pneumonia .....	\$3,000	\$111.10	\$2,888.90
P. A. Dickinson ...	Brantford, Ont. ...	40	Heart Disease ...	1,000	26.45	973.55
J. Maxwell .....	Halifax, N.S. ...	36	" " .....	1,000	14.45	985.55
G. C. Miller .....	New York .....	43	Pneumonia .....	5,000	82.90	4,917.10
J. Blackey .....	Toronto, Ont. ....	45	Drowned .....	5,000	220.50	4,779.50
H. T. Tinning .....	" " .....	31	Typhoid Fever ...	2,000	57.70	1,942.30
W. P. Brown .....	" " .....	53	Meningitis .....	2,000	91.40	1,908.60
M. Geldert .....	L. Stewiacke, N.S. ...	32	Neglected Grippe	1,000	29.55	970.45
J. J. Brandon .....	P. la Prairie, Man. ...	20	Typhoid Fever ...	1,000	47.75	952.25
D. P. Thomas .....	Aberarder, Ont. ...	24	" " .....	1,000	27.45	972.55
L. E. Baker .....	Yarmouth, N.S. ...	69	Heart Disease ...	7,000	866.60	6,133.40
J. W. L. Wurtele ..	Ottawa, Ont. ....	45	Meningitis .....	2,000	559.30	1,449.70
Albert Beattie .....	Toronto, Ont. ....	27	Enteric Fever ...	1,000	21.05	978.95
Wesley Haines .....	" " .....	21	" " .....	1,000	18.80	981.20
Jas. Symington .....	Sarnia, Ont. ....	55	Heart Disease ...	2,000	116.20	1,883.80
Peter Bertrand .....	Michipicoten, Ont. ...	32	Typhoid Fever ...	1,000	41.40	958.60
David Alexander .....	Toronto, Ont. ....	26	Pneumonia .....	1,000	31.20	968.80
Edwin Mullins .....	Hillsboro, N.B. ...	24	Enteric Fever ...	1,000	39.45	960.55
Thos. J. Kean ...	Gamebridge, Ont. ...	22	" " .....	1,000	38.40	961.60
N. McL. Hill .....	Michie, Man. ....	20	Enteric Fever ...	1,000	37.95	962.05
T. L. Patton .....	St. John, N.B. ....	36	Pneumonia .....	1,500	66.90	1,433.10
E. L. Bond .....	Montreal, Que. ....	51	Burned to Death ..	5,000	92.00	4908.00
J. H. Cameron ...	Waverley, N.S. ...	22	Acute Dysentery ..	2,000	76.80	1923.20
A. H. Fryer .....	Vancouver, B.C. ...	39	Heart Disease ...	1,000	48.70	951.30
E. L. Purdon .....	Ottawa, Ont. ....	31	" " .....	2,500	109.75	2390.25
Caleb Brown .....	" " .....	20	Dysentery .....	1,000	38.40	961.60
P. F. B. Tabb .....	Sherbrooke, Que. ...	20	Pneumonia .....	1,000	37.45	962.55
John Gillies .....	Moncton, N.B. ....	56	Acute Myelitis ...	500	30.40	469.60
A. H. Balcom .....	Liverpool, N.S. ...	29	Laryngitis .....	1,000	33.90	966.10
G. A. Bentley .....	Smith's Falls, Ont. ...	39	Killed Accident ...	1,000	45.40	954.60
Thomas Rose .....	Huntsville, Ont. ...	36	Typhoid Fever ...	1,000	25.40	974.60
J. J. McConnell .....	Neepawa, Man. ...	29	Appendicitis .....	1,000	39.70	960.30
George E. Muir .....	Montreal, Que. ....	38	Accident .....	3,000	91.80	2908.20
C. W. Walker .....	Kingston, Ont. ....	34	Typhoid Fever ...	500	13.55	486.45
John Finnigan .....	Allenford, Ont. ...	24	Diphtheria .....	500	10.40	489.60
Frank Morris .....	Caughnawaga, Q. ....	28	Accident .....	1,000	49.00	951.00
Almira Theoret .....	Montreal, Que. ....	27	Septicaemia .....	1,000	52.70	947.30
T. A. Wilson .....	Lumsden, Sask. ...	24	Typhoid Fever ...	1,000	30.15	969.85
A. M. Adamson .....	Winnipeg, Man. ...	21	Asphyxiation .....	2,000	57.20	1942.80
J. T. Scott .....	Toronto, Ont. ....	33	Typhoid Fever ...	5,000	191.75	4808.25
Simon Cameron .....	" " .....	22	Railroad Accident	1,000	51.20	945.80
A. McNevin .....	Bracebridge, Ont. ...	35	Pneumonia .....	1,000	38.35	961.65
George Smith .....	Alexandria, Man. ...	13	Septic Infection ...	1,000	29.60	970.40
D. J. Seifert .....	Milverton, Ont. ...	23	Septicaemia .....	1,000	30.20	969.80
R. A. Drolet .....	Montreal, Que. ....	25	Pneumonia .....	2,000	65.20	1934.80
Arsene Lemieux .....	St. Jean, Que. ....	30	Oedema of Lungs ...	1,000	34.00	966.00
Fong Get .....	Vancouver, B.C. ...	26	Hodgkins Disease	1,000	50.60	949.40
Kingsley Walton .....	Maisonneuve, Que. ...	24	Drowning .....	1,000	30.80	969.20
A. A. Blanchard .....	Montreal, Que. ....	22	" " .....	1,500	44.60	1,455.40
A. T. Wilson .....	Fredericton, N.B. ...	22	" " .....	2,000	56.80	1943.20
A. B. C. Duvall .....	Quebec, Que. ....	60	Cancer .....	5,000	366.00	4634.00
C. G. Coull .....	St. John's, B.W.I. ...	42	Heart Trouble ...	7:0	59.50	690.50
W. Cochrane .....	Colborne, Ont. ....	35	Typhoid Fever ...	750	38.70	711.30
C. A. Thompson .....	London, Ont. ....	22	Peritonitis .....	1,000	29.05	970.95
H. S. Ward .....	Goldstream, B.C. ...	28	Electric Shock ...	1,000	31.90	968.10
E. Y. Mitchell .....	Winnipeg, Man. ...	29	Drowning .....	2,000	68.40	1931.60
J. A. S. Warwick .....	Cornwall, Ont. ...	24	Appendicitis .....	1,000	30.80	969.20
				\$96,500	\$4,670.65	\$91,829.35

## More Death Claims Promptly and Satisfactorily Settled.

*The Imperial Life Assurance Co.,  
Toronto, Ont.*

GRAND MANAN, N.B., June 28th, 1906.

GENTLEMEN,—Please accept my thanks for the prompt and satisfactory way you settled the claim of policy in your Company held by my son Dwight Moody Wooster.

for MRS. JULIA WOOSTER,  
J. W. WOOSTER.

*T. Bradshaw, Esq.,  
Sec'y The Imperial Life Assurance Co.,  
Toronto, Ont.*

HALIFAX, N.S., June 18th, 1906.

DEAR SIR,—I am in receipt of your cheque for \$1,000 covering the claim under policy No. 13480, upon the life of my late husband J. A. Gibbons. I desire to thank you for the liberal treatment accorded me by your Company, also its representatives here.

It will certainly be a pleasure for me to speak of your Company to my friends, and I shall cheerfully recommend the Imperial Life as a most satisfactory Company with which to do business.

Yours very truly,  
SABINA A. GIBBONS.

*J. C. Gass, Esq.,  
Pro. Mgr., Imperial Life Assurance Co.,  
Halifax, N.S.*

June 19th, 1906.

DEAR SIR,—Having been brought in touch with the late Mr. J. A. Gibbons, as his pastor, and having considerable knowledge as to his relationship with the Imperial Life Co., I am led to express my appreciation of the action of your Company in their dealing with the case. I am aware of the fact that a cheque for the claim has been promptly forwarded. The fact that only two payments were made on this policy makes the readiness of the Company to meet the claim all the more commendable, and goes to show that the Imperial Life is worthy of the greatest confidence and success.

Wishing you and your Company success, I am,

Yours truly,  
M. A. MCKINNON.

## Honor Roll "A" for June, 1906.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked:—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
Dr. D. Lowrey, Toronto. . . . .	\$16,000	1	\$1,005.25	1	3
A. W. Ross, Winnipeg, Man . . . . .	16,000	1	529.85	3	6
C. M. Turner, Calgary, Alta . . . . .	13,500	3	424.40	4	4
F. B. Springer, Vancouver. B.C. . . . .	12,500	4	787.50	2	3



C. A. Crysdale, Winnipeg, Man . . . .	7,000	5	281.55	5	6
H. B. Andrews, Stratford, Ont. . . . .	6,500	6	198.75	9	5
J. C. Gass, Halifax, N. S. . . . .	6,000	7	237.10	6	5
J. E. McCuaig, Ottawa, Ont. . . . .	6,000	7	215.00	7	2
Israel Taylor, London, Ont. . . . .	6,000	7	208.80	8	5
R. H. Robinson, Orillia, Ont. . . . .	6,000	7	187.90	10	2
A. McN. Shaw, Montreal, Que. . . . .	5,000	11	118.00	11	1

### **Honor Roll "B" for June, 1906.**

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
J. K. Picket, Toronto, Ont. . . . .	\$5,000	1	\$232.50	1	1
C. F. Dale, Montreal, Que. . . . .	4,000	2	125.00	2	2

### **Leaders of Honor Roll "A" in 1906.**

January . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	\$33,500
February . . . . .	C. A. Crysdale, Winnipeg, Man. . . . .	21,500
March . . . . .	Beaudoin & Champagne, Montreal, Que. . . . .	14,500
April . . . . .	J. F. Best, Brandon, Man. . . . .	14,000
May . . . . .	J. A. Robinson, St. John's, Newfoundland. . . . .	50,000
June . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	16,000

### **Leaders of Honor Roll "B" in 1906.**

January . . . . .	R. E. Brett, Victoria, B.C. . . . .	\$7,500
February . . . . .	P. P. Pickering, Jamaica, B.W.I. . . . .	8,500
March . . . . .	P. P. Pickering, Jamaica, B.W.I. . . . .	14,000
April . . . . .	J. McGeer, Vancouver, B.C. . . . .	6,000
May . . . . .	J. McGeer, Vancouver, B.C. . . . .	5,000
June . . . . .	J. K. Pickett, Toronto, Ont. . . . .	5,000

### **Standing of Agencies, June, 1906.**

1. Winnipeg	9. Grenada	Barbadoes
2. Montreal	10. Orillia	Trinidad
3. Head Office	11. Kingston	Brockville
4. Vancouver	12. Halifax	20. Edmonton
5. Ottawa	London	Bermuda
6. Calgary	14. Guelph	Newfoundland
7. Stratford	15. Belleville	Hagersville
8. St. John	16. Jamaica	

### **Re the Honor Roll.**

Messrs. Ross and Crysdale are the only members of the field staff who have made the Honor Roll every month since the beginning of the year. That would be an achievement at any time, and is especially creditable when one considers the disadvantages with which all life insurance men have had to cope during the last 6 months.

Close on the heels of the leaders come Andrews, Gass and Taylor. These three have likewise done good work and have only missed one month since the beginning of the year.

We give on the next page a list of the business closed during the first six months by those agents who have written over \$10,000 during the period.

RANK	N A M E	JAN'Y	FEB'Y	MARCH	APRIL	MAY	JUNE	TOTALS
1.	D. Lowrey, Toronto, Ont.....	33,500	9,000	7,000	4,000	4,000	16,000	73,500
2.	C. M. Turner, Calgary, Alta.....	23,000	3,500	2,000	8,000	15,000	13,500	65,000
3.	C. A. Crysdale, Winnipeg, Man.....	12,000	21,500	5,000	12,000	5,000	7,000	62,500
4.	A. W. Ross, Portage la Prairie, Man.....	8,000	5,000	5,000	13,000	9,500	16,000	56,500
5.	J. W. Ney, Bracebridge, Ont.....	4,500	16,750	12,000	3,000	10,000	3,500	49,750
6.	J. F. Best, Brandon, Man.....	6,000	9,000	3,500	14,000	12,000	4,500	49,000
7.	I. Taylor, London, Ont.....	6,000	10,000	7,500	5,000	11,500	6,000	46,000
8.	J. A. Robinson, St. John's, Nfld.....	25,000	17,000	2,500				44,500
9.	H. B. Andrews, Stratford, Ont.....	2,500	8,000	7,500	9,000	7,000	6,500	40,500
10.	J. C. Gass, Halifax, N.S.....	5,000	12,000	5,000	3,000	6,000	6,000	37,000
11.	F. B. Springer, Vancouver, B.C.....	5,000	7,500			8,000	12,500	33,000
12.	R. H. Robinson, Orillia, Ont.....	4,900	4,000	7,000	1,000	3,000	6,000	25,000
	W. H. Seymour, Hamilton, Ont.....	12,000		5,000	8,000	4,000	3,000	25,000
15.	J. S. Wallace, Winnipeg, Man.....		2,000	8,000	10,000		1,000	24,500
16.	W. E. Kerr, Toronto, Ont.....	12,000		6,000	2,000	1,500		24,500
	J. A. Benjamin, Kingston, Ja.....	5,000	4,000	8,000	6,000	1,000		24,000
	G. H. Gillespie, Kingston, Ont.....	6,500	1,500	2,500	3,500	7,000	3,000	24,000
18.	Robt. Hall, Brandon, Man.....	5,000	3,000	7,000	5,000	2,000		22,000
19.	J. B. Cooke, Kingston, Ont.....	1,000	5,000	5,000	2,000	5,000	2,500	20,500
20.	S. P. Saunders, Hamilton, Bermuda.....		3,000	1,000	5,000	9,000	1,000	19,000
	Joseph Lawson, Guelph, Ont.....		1,000	2,000	2,000	10,000	4,000	19,000
22.	S. F. Platt, Fort William, Ont.....		4,000	5,000		7,000		16,000
	J. W. Mercer, St. John's, Nfld.....	3,000		4,000	3,000	5,000	1,000	16,000
24.	W. A. Gibson, St. John, N.B.....	4,500	3,000	1,500	5,000	1,000		15,000
25.	A. LeRay, Montreal, Que.....	5,000	2,000			2,500	4,500	14,000
	H. B. McBain, Peterboro, Ont.....	11,000		2,000	1,000			14,000
27.	J. E. McQuaig, Ottawa, Ont.....	5,000				1,000	6,000	12,000
28.	W. J. Southern, Fredericton, N.B.....	1,500	500		1,000	5,500	2,000	10,500

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 16

Published by the Imperial Life Assurance Co'y of Canada

(1-8-06)

## NOT ONE COMPLAINT!

**"What I am asking you does not suggest that we have any complaint. I may say that we have no complaint."** (Mr. Tilley to Mr. Bradshaw before Royal Commission).

The above remark made by the examining counsel of the Royal Commission constitutes a splendid compliment to the fairness and justice of the Imperial's management. As is well known, the Commissioners received many complaints from policyholders of some of the other companies—complaints regarding policies misrepresented, surplus returns overestimated, unfair treatment, etc. Some of these complaints were imaginary, some were real. But among the eighteen thousand persons who are or have been policyholders of the Imperial Life there was *not one single voice of dissatisfaction or complaint, not one grievance to be aired, not even a breath of insinuation against the fairness and honesty of the Imperial's dealings with its policyholders.* We do not exaggerate in the slightest degree when we say that the statement quoted above reflects the highest credit not only upon the Company itself but on every person that represents it. Only those who have had actual experience in dealing with the public can understand how difficult it is to satisfy the whims and caprices, the hobbies and idiosyncracies of the many with whom a large insurance company comes into touch. The aim of the Imperial Life has been to give everybody "a square deal," and Mr. Tilley himself has testified how well the Company has succeeded in its object.



### My Agent.

Who urged me to assure my life,  
To make provision for my wife,  
To fit her for life's fiercest strife?

My agent.

Who taught me thrift, to save my pence,  
And free my mind from dire suspense,  
By saving much, at small expense?

My agent.

### Re the Honor Roll.

In the last issue of the AGENTS' NEWS we stated that Mr. Israel Taylor, of London, had only missed one month from the Honor Roll this year; this is a mistake. Mr. Taylor has not missed at all, his name having been on the Honor Roll for each month this year.

### Proceedings of Royal Commission—(Continued)—Distribution of Surplus.

Q.—“Would you tell me, precisely, how you go about the declaring of profits?” A.—“At the end of any year the total additional surplus available for distribution is found from the Company's statement, and 10 per cent. of this amount is written into shareholders account, and the remaining 90 per cent. of the additional surplus is divided amongst the policies. We keep an individual account with each policy on a card of this character.”

There appears on next page a facsimile of the card referred to, which is in use by the Actuarial Department of the Company. So far as is known The Imperial Life is the only Canadian Company employing the individual card system. We believe it to be the most equitable and scientific method of apportioning surplus on participating policies. Each individual policy, as stated above, is assigned a surplus card, upon which a record is kept of the surplus accruing to that particular policy from different sources. Among the sources from which surplus is accumulated are

- (a) Interest on outstanding surplus already at credit of the policy.
- (b) Interest on the reserve.
- (c) Surplus from loading.
- (d) Surplus of policies terminated by death, surrender, etc. It is scarcely necessary to point out that it is of the utmost importance to the policyholders of a company that the surplus should be allocated in a correct and equitable manner. The evidence before the Commission showed that some companies have been in the habit of employing crude and unscientific methods in the distribution of surplus, and in many cases inequalities and injustice have no doubt resulted. The system in force in the Actuarial Department of the Imperial Life has been highly commended for its fairness, and evidently made a deep impression upon the Commission, judging from the attention that was paid to it.

Policy No.	Age	Date of issue			System	20 Years			Loading		
						Surplus Period					
Net amount	Name				Premium	Payable		Agency			
Gross Amount	Terminated			Changed		Remarks					
YEAR	4	5	6	7	8	9	10	11	12	13	14
Int. on O. Surplus											
Ex. Int. Surplus											
Load Surplus											
Ter. Surplus											
Total for Year											
Total for Period											
YEAR	15	16	17	18	19	20	21	22	23	24	25
Int. on O. Surplus											
Ex. Int. Surplus											
Load Surplus											
Ter. Surplus											
Total for Year											
Total for Period											

### **Life Insurance — PROTECTION and Investment, not INVESTMENT and Protection.**

There is some reason for believing that too much stress is laid by agents generally upon the investment feature of life insurance.

In the former days, before the advantages of life insurance were so widely known and appreciated as is the case to-day, agents used the investment argument with great success. In fact, it may be said that the enormous growth of life insurance during the last twenty-five years has been in a large measure due to the fact that thousands of persons insured their lives, not so much for the purpose of protecting their families as to secure a profitable investment for themselves. Many a man has been attracted by the opportunity of investing his money to advantage, who would have turned a deaf ear to every argument for insuring his life as a measure of protection for his family. And, indeed, in times gone by, life insurance was a very profitable investment. In the days when premiums were based on a  $4\frac{1}{2}\%$  or  $5\%$  table, and when the companies were earning  $7\%$  or  $8\%$  on their accumulations, it is not to be wondered at that agents found it easiest to sell life insurance by emphasizing its investment features.

But conditions have changed in at least two important respects. In the first place, as everybody knows, the rate of interest has fallen, and the life companies must now base their computations on a lower rate—which means higher premiums. Not only are premiums higher, but profits are smaller. Thus it has come about, through no fault of the companies, that life insurance can no longer be regarded as the *exceedingly profitable* investment it once was. It is a good investment still—safe and fairly remunerative. But there is no disguising the fact that the very large returns which endowment policies once yielded are a thing of the past.

In the second place, the benefits of life insurance are recognized and appreciated nowadays to an extent that was unknown not many years ago. And the more familiar the public becomes with the idea of life insurance, the more widely, it is safe to say, will the fact be realized that *protection* and not *investment* is the fundamental principle underlying all insurance. We venture to predict that the future will see a vast preponderance of the whole life and limited payment life (the protection plans) over the endowment (the investment plans). One of the causes which indirectly contributed towards the present disturbance in life insurance was the belief in the minds of the public that life insurance premiums could be considerably reduced. Those who understand the principles of the business know that this is not correct, for the present downward tendency of interest rates renders it impossible to reduce rates materially without running counter to the unalterable laws of mortality upon which the premiums are based. But this belief, though fallacious, is noteworthy, inasmuch as it indicates the trend of popular opinion in favor of the lower premium plans of life insurance in preference to the higher premium endowment-plans. In the days to come the ordinary life and limited payment life plans will find the readiest sale, for they afford the maximum of protection at the lowest cost.

The life agent who hopes to succeed must watch the signs of the times carefully. Much can always be accomplished by humoring the popular whim. Imperial agents have already taken advantage of the demand for guarantees, as witness the success of the Guaranteed Dividend contract. They can now get the start of their competitors by being the first to realize that the public have at length come to understand that the true object and function of life insurance is to furnish protection. In the future men will not usually insure for investment, but that they may

Protect their families,

Provide for the education of their children,

Be able to live up to their incomes without fear of catastrophe,

Be freed from worry as to the future.

Notice that we are not saying that in future life insurance will be valueless as an investment. Nor are we trying to teach that endowments will ever be entirely superseded. Some men will always prefer this form of policy; and the longer endowments especially afford an unexcelled means of providing against old age. But the general tendency we believe will be towards the life plans, and the sooner our representatives grasp this fact, the more successful they will be in meeting the requirements of their clients.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 17

Published by the Imperial Life Assurance Co'y of Canada

(15-8-06)

## EXPENSES

This number is important, as it contains the results of an exhaustive examination into the expense rates of practically all the British and Canadian companies. It will pay every Imperialite to read carefully the article headed "Expenses." The Imperial Life, in spite of the stress of competition which it has had to encounter from the very commencement of its career, has obtained its new insurance economically and at a reasonable cost. This fact becomes still more remarkable when it is considered that no Canadian company has ever written such a large volume of business in the same time.

As we have been wont to boast: "The record of the Imperial Life has never been equalled in the history of Canadian Life insurance;" and this unrivalled record has been achieved without sacrificing economy or any other of the true interests of the Company or its Policyholders.

## Wishes He Had More.

An elderly rich man observed to the writer recently: "I worked like a slave until I was forty-five years old to make a fortune, and have had to watch it like a policeman ever since to save it. My life insurance policies have really given me the least trouble of all my possessions. They have never fluctuated, but have steadily increased in value, have called for no watching on my part, and are worth more every year. I took the first ones in a half doubting way as to their ever being much good, except possibly to my family in case of early death. But I was young then. I have taken a good deal since as a protection to them and an investment for myself, in order that I might have at least one line of securities that wouldn't keep me awake at night, nor my eye on the market reports by day. I suppose you would call me a pretty heavily insured man were I to tell you what I carry. But had I my life to live over, I would cheerfully saddle myself with double the amount early in the game."—*Exchange*.

"There are some men," said the pessimist, "whom good fortune seems to follow always."

"I think you are wrong," replied the optimist. "If you were to examine into the matter you'd find it invariably meets them."

## Expenses.

In considering the question of expenses in life assurance, certain features should be taken into account:

(1) **The age of the office.** An old established office, on account of its prestige, its accumulated funds, its agency connections, its large clientele, its established reputation, etc., should be able to secure business at a lower cost than a comparatively new company. An old office has also the advantage in this connection of years of experience and continuous management. These are important factors in any line of business. These views are borne out by the experience of the British life offices. We have divided 75 British life offices into six groups according to age, and find that the percentage of premium income absorbed in expenses is as follows:—

Average of	7	companies over 100 years old	12.57%
"	24	" between 75 and 100 years old	13.67%
"	25	" " 75 and 50	15.44%
"	14	" " 50 and 25	22.59%
"	4	" " 25 and 15	24.41%
"	1	company " 15 and 10	76.21%

It will be noticed that there is a gradual progression in the expense rate as the age of the company declines. This is also borne out in the experience of Canadian life offices, as indicated by the following: The net premium income (excluding consideration for annuities) is compared with the total general expenses (less 5% for annuity commission).

Average of	4	companies between 34 and 58 years old	27.20%
"	2	" " 23 and 24	30.77%
"	5	" " 13 to 18	35.10%
"	6	" " 9 to 4	49.04%

Imperial, 8¼ years, 37.19%.

(2) **The volume of new business compared with the old business** is also a most important factor in considering a life company's expense rate. Take, for example, the case of a new life office securing in its first year new premiums of \$100,000, and expending \$70,000. The ratio of expense to premium income would be 70%, a rate which, without explanation, would be regarded as excessive. As a matter of fact, it is questionable if any company—Canadian, British or American—is securing its new business at such a low rate as this. Take the same company in its second year, and suppose it secures the same amount of new premiums, \$100,000, and at the same expense rate, 70% of the new premiums, and that 80% of the policies secured in the first year are renewed, producing, say, \$80,000 of renewal premiums, and that the expense in connection therewith is at the rate of  $7\frac{1}{2}\%$  or \$6,000. We would then have in the second year a total premium income of \$100,000 from first year premiums, and \$80,000 renewal premiums, with total expense of \$76,000, producing a rate of expense of 42%. This rate, without explanation, would also be regarded as high; but, as a matter of fact, considering the circumstances, it is a low rate.

In contrast to the new company, let us turn our attention to an established company that has renewal premiums from old policies of \$1,000,000, and from new policies of \$100,000, and whose expenses amount to \$200,000—that is, \$100,000 due to the care of the old business, and \$100,000 due to the procurement of new business. This total expense of \$200,000 would produce a rate of expense on the total premium income of \$1,100,000 or 18%—an expense rate which in contrast with that of the new company, and without explanation, would be regarded as satisfactory. It does not require much analysis to observe that the old established office is conducting its business at a much higher rate of expense than the newly established office; the old established office is paying for its new business 100%, and for its old business 10%, whereas the new office is only paying 75% for its new business, and  $7\frac{1}{2}\%$  for its old business.

In judging, therefore, of the expenses of an office it is most important to distinguish between the greater cost per cent. of new business, and the smaller cost per cent. of old business.

This view is also borne out by the experience of British offices. The following is a statement setting forth the rate per cent. of expenses to premium income, according to the proportion of new premiums to old premiums:—

Twenty-three companies, whose new premiums were 10%, or over, of total premiums; had an average expense rate 16.5%.

Thirty-seven companies, whose new premiums were over 5%, but less than 10% of total premiums; had an average expense rate 13.75%.

Seven companies, whose new premiums were under 5% of total premiums; had an average expense rate 10.9%.

(3) **Referring especially to the expenses of the Imperial Life,** account must be taken of the feature mentioned, viz., the volume of new



business transacted. Inasmuch as the Company at the close of 1905 had been in existence for eight years and three months only, the whole of its business may be regarded as recently obtained, and, therefore, subject to the expenses incident to such business in all life offices. The only way in which the expense rate of the Company can be determined, in order to find out whether it is being conducted economically or otherwise, is to take the business year by year as a whole. There is given below a careful analysis of the business of our other Canadian life companies in the similar initial period of their history, in order to test how the expense rate of the Imperial Life compares therewith. It must be remembered in considering this comparison, that 30 and 35 years ago, when some of these companies were established, the expenses of securing new business were about one-half of what they are to-day, and that the expenses of living was materially less than it is now.

Notwithstanding these conditions, we find that of the companies organized in Canada during the last thirty-five years, only four secured their business at a more favorable expense rate than the Imperial Life. All four of the companies in question were organized more than twenty-three years ago, when competition was less severe and expenses much smaller. The following table shows the ratio (1) of total expenses to premium and interest income, and (2) of expenses of management to premium income. The expenses of management were obtained by taking the total expenses less investment expenses, which were assumed to be  $\frac{1}{8}\%$  of net ledger assets. The figures were based on the nine years business, where the Company had been in operation for that length of time.

TABLE I.

Percentage Total Expenses of Premium and Interest Income during first nine years.

Rank.	Company.	Com- menced business.	Per- centage.
1	Confederation.....	1871	27.6%
3	North American...	1881	32.7
2	Sun Life.....	1871	33.1
4	<b>Imperial.....</b>	<b>1897</b>	<b>33.8</b>
5	Dominion.....	1889	34.7
6	Mutual.....	1870	35.0
7	Federal.....	1882	35.8
8	Great West.....	1892	40.3
9	Manufacturers....	1887	41.7
10	Home.....	1892	50.5
11	Excelsior.....	1890	52.7
12	Northern.....	1896	53.6
13	Royal Victoria....	1897	56.3
14	National.....	1899	58.5
15	Continental.....	1899	64.3
16	London.....	1874	65.1
17	Crown.....	1901	94.0
18	Sovereign.....	1903	103.7
19	Union.....	1902	196.4

TABLE II.

Percentage Expenses of Management of Premium Income during first nine years.

Rank.	Company.	Com- menced business.	Per- centage.
1	Confederation.....	1871	31.4%
2	North American...	1881	36.1
3	Mutual.....	1870	37.0
4	Federal.....	1882	37.3
5	<b>Imperial.....</b>	<b>1897</b>	<b>38.0</b>
6	Sun Life.....	1871	38.5
7	Dominion.....	1889	42.4
8	Great West.....	1892	44.1
9	Manufacturers....	1887	45.1
10	Home.....	1892	50.9
11	Excelsior.....	1890	57.5
12	Northern.....	1896	61.1
13	National.....	1899	61.7
14	Royal Victoria....	1897	61.9
15	Continental.....	1899	69.6
16	London.....	1874	81.4
17	Crown.....	1901	97.9
18	Sovereign.....	1903	112.5
19	Union.....	1902	203.8

## Standing of Agencies, July, 1906.

1. Montreal	Calgary	Fort William
2. Winnipeg	10. Guelph	St. John
3. Head Office	London	19. Vancouver
4. West Indies	12. Kingston	20. Windsor
5. Ottawa	Orillia	Brandon
Regina	14. Halifax	22. Brockville
Stratford	15. Bracebridge	23. Charlottetown
8. Edmonton	Hagersville	

## Honor Roll "A" for July, 1906.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed:—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked:—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
Dr. D. Lowrey, Toronto, Ont. ....	\$15,000	1	\$607.75	1	4
H. B. Andrews, Stratford, Ont. ....	11,500	2	335.30	3	6
C. A. Crysdale, Winnipeg, Man. ....	9,000	3	320.45	4	6
J. A. Westman, Regina, Sask. ....	9,000	3	286.85	5	2
J. W. Ney, West Indies. ....	8,500	5	541.45	2	4
J. S. Wallace, Winnipeg, Man. ....	8,000	6	260.35	6	3
A. LeRoy, Montreal, Que. ....	7,000	7	257.60	7	2
C. D. Rogers, Edmonton, Alta. ....	6,000	8	197.55	8	1
C. M. Turner, Calgary, Alta. ....	6,000	8	184.95	11	5
J. F. Best, Brandon, Man. ....	5,500	10	188.30	10	5
A. Audy, Montreal, Que. ....	5,000	11	190.05	9	1
I. Taylor, London, Ont. ....	5,000	11	168.95	12	6
A. McN. Shaw, Montreal, Que. ....	5,000	11	109.25	13	2

## Honor Roll "B" for July, 1906.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
H. Poulin, Montreal. ....	\$3,000	1	\$135.40	1	1

### Leaders of Honor Roll "A" in 1906.

January .....	Dr. D. Lowrey, Toronto, Ont.....	\$33,500
February .....	C. A. Crysdale, Winnipeg, Man.....	21,500
March.....	Beaudoin & Champagne, Montreal, Que .....	14,500
April .....	J. F. Best, Brandon, Man.....	14,000
May.....	J. A. Robinson, St. John's, Newfoundland.....	50,000
June.....	Dr. D. Lowrey, Toronto, Ont.....	16,000
July.....	Dr. D. Lowrey, Toronto, Ont.....	15,000

### Leaders of Honor Roll "B" in 1906.

January.....	R. E. Brett, Victoria, B.C. ....	\$7,500
February .....	P. P. Pickering, Trinidad, B.W.I.....	8,500
March.....	P. P. Pickering, Trididad, B.W.I.....	14,000
April .....	J. McGeer, Vancouver, B.C.....	6,000
May.....	J. McGeer, Vancouver, B.C.....	5,000
June.....	J. K. Pickett, Toronto, Ont.....	5,000
July.....	H. Poulin, Montreal, Que. ....	3,000

"Nine men out o' ten," said Uncle Eben, "honestly thinks deir misfortunes is owing to luck an' deir successes to personal smatness."

Creditors, like wolves, may sweep down upon a man's property and swallow it up, but if he has a life insurance policy he has a fortified castle into which he can retreat with perfect safety.

He who stands still, stands in the way of his own success.

"He says he has so many business troubles they keep him awake nights." "Yes, but they don't keep him awake during business hours, and that's his principal trouble."

Hard work is the only cure for hard luck. Society is made up of the working class and the shirking class, and it is not necessary to say which of these two is prosperous and happy.

The self-made man is often so busy boasting of his handiwork after it reaches a certain stage that he has no time to finish the job.

Don't be out when Fortune calls at your door—unless you should happen to be out canvassing.

A good question to ask a man: What part of your income are you willing to set aside to make sure that your family shall not lose the whole of it?

Capitalists insure their capital. The man who has no capital but his hands and brain needs insurance more than the rich man.

Everything except cheaper insurance comes to him who waits.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 18

Published by the Imperial Life Assurance Co'y of Canada

(1-9-06)

## IN PRAISE OF INDUSTRY.

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What men want is not talent, it is purpose; in other words, not the power to achieve, but will to labor. I believe that labor judiciously and continuously applied becomes genius.—*Bulwer.*

Hard workers are usually honest; industry lifts them above temptation.—*Bovee.*

The great high-road of human welfare lies along the old highway of steadfast well-doing; and they who are the most persistent, and work in the truest spirit will invariably be the most successful; success treads on the heels of every right effort.—*S. Smiles.*

Sloth makes all things difficult, but industry all easy; and he that rises late must trot all day, and shall scarce overtake his business at night; while laziness travels so slowly that poverty soon overtakes him.—*Franklin.*

Energy will do anything that can be done in this world; and no talents, no circumstances, no opportunities will make a two-legged animal a man without it.—*Goethe.*

## **Personally Delivering the Policy.**

Few Things Offer More Promise of Profit than Sticking Close to Your Satisfied Policy-holders.

"I find it necessary to give personal attention to to the delivery of policies."

The speaker has had many years of practical service as a general agent and is a personal producer of recognized ability. His remarks should therefore carry weight.

"It has been my experience that agents are inclined to neglect their policyholders as soon as the application is filed and examinations completed, leaving the delivering of policy to some office attache, or send it out by mail. I try to have my policyholders understand that I have a personal interest in their particular case and that my interest does not cease when they give me their application. The delivery of the policy is an important feature of the agent's business and much of his future success may depend upon the methods used. If a prospect has been particularly hard to close, he will usually appreciate your further evidence of appreciation in his patronage, by personally delivering the policy you worked so hard to get him to take. I usually try to make such visits productive of future good on the line that a satisfied customer is the best advertisement. When I make the delivery I endeavor to get the conversation directed toward the possibilities of soliciting and incidentally bring up the subject of help from present policyholders, and in the majority of cases I am usually rewarded by securing the name of some friend who is a subject for insurance, and in all cases secure the promise of co-operation and assistance."

"Every solicitor appreciates the value of the use of the name of some friend, especially if that particular friend is sufficiently interested in your work to 'say a good word.'"

"I keep a record of all my policyholders and make it a rule to make a friendly call on every one at least once a year—not so much for the purpose of increasing their particular policy, although this point is never lost sight of, but to call to their mind their friendly promise to 'help me out.' My plan has worked successfully."—*Life Insurance Educator*.

## **Instalment Privileges.**

There is a clause in the Imperial's policy contract which, we fear, is seldom read, and yet it is an important clause and adds not a little to the liberality which is characteristic of the Imperial's policies. We refer to the clause headed "Payment by Instalments" which we reproduce below :

**Payment by Instalments.**—While this policy is in force and not assigned the assured may elect to have the *net proceeds* of this policy payable in instalments according to either plan (a) or (b) following, the first instalment being payable under the conditions and at the time provided herein for payment of the sum assured, and the remaining instalments annually thereafter. At any time before this policy matures a new election may be made in lieu of one previously made and in the absence of a prior election the beneficiary may elect when submitting proofs of claim. Election or revocation of an election can be made only by filing a written notice at the Company's head office.

Plan (a)—In a Limited Number of Equal Annual Instalments not exceeding thirty as per the table immediately following, which table is based upon one thousand dollars as the *net proceeds* and applies 'pro rata' to this policy.

30	annual	instalments	of \$49.50	aggregating	\$1485.00, or
25	"	"	" 55.75	"	1393.75, or
20	"	"	" 65.20	"	1304.00, or
15	"	"	" 81.30	"	1219.50, or
10	"	"	" 113.80	"	1138.00, or
5	"	"	" 211.90	"	1059.50

Plan (b)—In Continuous Annual Instalments, without apportionment, to continue for 20 years and so long thereafter as the beneficiary shall live, depending as to amount upon the age last birthday of the beneficiary at the maturity of this policy as per the table immediately following, which table is based upon one thousand dollars as the *net proceeds* and applies 'pro rata' to this policy. This plan is not available if there is more than one beneficiary.

Age of Beneficiary.	Amount of Instalment	Age of Beneficiary.	Amount of Instalment	Age of Beneficiary.	Amount of Instalment.	Age of Beneficiary.	Amount of Instalment.
20	39.95	34	44.60	48	51.50	62	60.25
21	40.25	35	45.00	49	52.10	63	60.75
22	40.50	36	45.40	50	52.75	64	61.20
23	40.80	37	45.85	51	53.35	65	61.60
24	41.10	38	46.30	52	54.00	66	62.00
25	41.40	39	46.75	53	54.65	67	62.30
26	41.70	40	47.20	54	55.30	68	62.60
27	42.05	41	47.70	55	56.00	69	62.85
28	42.35	42	48.20	56	56.65	70	63.00
29	42.70	43	48.70	57	57.30	71	63.20
30	43.05	44	49.25	58	57.90	72	63.30
31	43.45	45	49.80	59	58.55	73	63.40
32	43.80	46	50.35	60	59.15	..	....
33	44.20	47	50.90	61	59.70	..	....

There are two plans mentioned here. The first provides for a definite number of annual instalments. For instance, a \$10,000 policy, instead of being made payable in a lump sum, could be paid in 20 instalments of \$652.00 each, aggregating \$13,040. The second plan provides for a guaranteed annuity during the life of the beneficiary or for 20 years certain. For example, suppose the sum assured under a policy for \$10,000 were made payable to the assured's mother, aged 70 at the time of his death. The Company would make her (see table) an annual payment of \$630 during her life, and if she died after receiving on y 5 of the payments, the remaining 15 payments would be made to the assured's estate.

These provisions are especially important in the case of policies for large amounts, as they supply a means of providing a comfortable income to the beneficiary. One of the arguments most frequently used in favor of instalment policies is that they relieve the beneficiary (who is frequently inexperienced in business matters) of the responsibility involved in investing and caring for such a large sum of money. The insurance company assumes all responsibility and its payments are made promptly every year on the date stipulated.

It should be remarked that many companies do not issue instalment policies unless specially applied for. The Imperial's policy contract makes every policy an instalment policy at the option of the holder.



## **Keep the Pluck Up.**

A man may lose much, and yet lose little, or in losing little, he may lose all. Our friend, Mr. KYRLE BELLEW, very ably voiced this thought, when in "Raffles" he says, "Money lost, little lost—honor lost, much lost—pluck lost, all lost." The above maxim is not applicable exclusively to the cracksman, but may also be applied to every tailor.

Many a tailor feels that all is lost when his bank account is but a hollow reminder of what it-once was, and in the midst of his discouragements allows himself to go "down and out." Nothing could be a greater injustice to the man, and such a condition is by no means necessary if he keeps on hand a good supply of pluck.

Honor lost is surely a deplorable condition. The man without honor is an eyesore to the community that knows him, but it is a trite old adage that it is "never too late to mend," and the man who strives to regain lost honor will find plenty of helping hands ready to lift him out of the pit, providing he shows an earnest, sincere ambition to place his feet once more on the walks of honorable people.

Without pluck what would any of us amount to? What a sickly appearance the man minus pluck puts up. We each feel sorry for him in a way, but it is on every man's lips to suggest, "Go take a mental bracer." To mean well, but not have the pluck to carry out one's intentions is a dubious accomplishment. The fellow who has the pluck to be dishonest commands more of our admiration—if understood to convey a different meaning from commendation—than the man who lacks the grit to act with strength of character either for good or bad.

With pluck the lost money may be recovered and honor reclaimed. In short, pluck is absolutely necessary, to the man who has any ambition to make his mark in the world, and the time at which he needs the most pluck is when he feels his supply running lowest. From Mr. H. B. Andrews for the *Agents News*.

## **Re Payment of Medical Fees.**

We would like to impress upon the Company's representatives the admirable opportunity that the payment of an account offers to secure an interview with a prospective applicant. By way of encouragement along this line, the Head Office have adopted the system of paying all medical fees on, or about, the 15th of each month, irrespective as to whether the Doctor's account has been rendered or not. The Company believes that in doing this it will bring the Imperial more prominently before its Medical Examiners and will impress upon them the advantage of doing business with an up-to-date Company. We are hoping that our representatives will take full advantage of this opportunity to present the sterling merits of the Imperial's exceptionally liberal and attractive plans.

## **Appreciation.**

T. BRADSHAW, Esq., F.I.A., *Secretary*, Toronto.

Dear Sir:—I am in receipt of the Agent's News, of the 15th inst., and have gone very carefully over the item bearing upon expenses. I wish to personally thank you for the clear statement of facts contained therein. Personally I consider this article one of the very best that has ever appeared in the News. The facts are so plainly stated, and without sophism. I would like to have a few extra copies of this number which I will use with discretion, for as previously stated, the article is so good that I wish to use it to the best advantage possible.

Yours very truly,

A. S. WICKWARE, *District Manager*.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 20

Published by the Imperial Life Assurance Co'y of Canada

(1-10-06)

## ONLY THREE MONTHS MORE

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With the last day of September, we left the third quarter of 1906 behind us, and now enter upon the homestretch in earnest. October, November and December are usually the best three months of the year. Make sure that they are so in 1906. Enter on this final effort of the year with energy, determination and perseverance. Do a lot of thinking during the next three months, and follow up your thinking with well directed action. Plan your campaign, compile lists of your prospects, and map out your time completely. See that not a day—yes, not a moment—is lost. Then at the end of the year, as you look back on three months of honest, earnest work you will have a feeling of satisfaction in your mind and gladness in your heart—and money in your pocket too.

## **This Article is Good—Read it Carefully.**

The following is extracted from an article in *Ad Sense* for July, 1906. The writer probably did not have life insurance canvassing particularly in mind when he penned these paragraphs, but his remarks apply to the life insurance business none the less :—

“The man who truly observes finds something of value in every circumstance connected with his efforts in salesmanship, and files it away in his memory for future use.

But how few, in fact, make a practice of analyzing their observations and classifying them under their proper headings.

If we were so constituted, that each experience would teach us something, it would require but a short period of practice to place us in a leading position in our professions—but we do not and it is our misfortune that we do not.

After each effort in salesmanship, a salesman might perhaps take up the matter of analysis as follows :

Was my own mind in a state of freedom from anxieties? Was my bodily condition good, my head clear, my personality at its best? If not, why not?

Did I approach my customer gracefully? Was my tone of voice properly keyed? Did I present anything which would be repellant to him in my personal appearance?

Did I choose an appropriate hour? Did I feel confident and forceful? Did I give proper consideration to the probable mental state of my customer?

Was his positive, NO, accepted too readily? Was I sufficiently tactful? Did I forget to do or say the very things which my experience has taught me to be effective?

Did I make an earnest effort to draw his attention away from the thoughts which were affecting him unfavorably, before presenting my own proposition?

Was I too abrupt in my presentation?

What were his objections? Did I know how to respond to them? Or was there something for me to learn? Did I know my proposition—my merchandise?

Did I look upon an objecting customer as an ignoramus and an obstinate fool, or did I view him as the object of my art, as one whose adverse state of mind it is my duty to alter?

Did I give way to passion and thereby lose control of myself? If I did not exhibit annoyance, did I feel it within and thereby lose power?

What did I fail to do? Or, what did I do to cause failure?

Each salesman should write for himself a list of questions as above or better and after every attempt to sell, or before, read them over and either analyze, or prepare, as the case may be. In a very short time he will gain so much power that he will wonder at his previous ineffectiveness.

The actual power of every salesman is ten times greater than he believes it to be. It is needed only that he learn the things which retard its growth, and it may be believed that the obstructions are little things. So insignificant do they seem to the careless observer that he ignores them utterly.

Once a salesman grasps the idea that it is probably the little things in application which are injuriously affecting his success, and not the general or greater ideas, his conditions will improve immediately. He will never discover them, however, so long as his search is confined to the larger prospect.

As salesmen, we frequently fail to follow up an advantage gained by an



apt argument. We fail because we are not observant of effects. A salesman should be continually on the alert for a responsive expression in his hearer. It may be a word, a look, a nod, or a gesture, but whatever it may be it indicates the psychological moment for the climax. If we overlook it, our hold weakens with every word which draws the thought away from the point. If we observe it, all our strength should be thrown to the point which marked our hearer's hesitation."

### **Supplies.**

There is still a large number of Annual Reports on the shelves at Head Office. During the next three months we want our representatives to make use of all of these, if possible, so that when the end of the year comes it may not be necessary to throw any away.

Form 398 "A Record of Success," and the pamphlet entitled "A List of Prominent Policyholders" are other examples of canvassing literature that must be used now or else it will go out of date. Along with this number of the AGENTS' NEWS we are enclosing copies of the pamphlets, "The Dilemma of Fraternal Orders" and "The Soundness of Canadian Life Insurance." Further copies will be sent to those desiring them.

### **The Agent and His Chair.**

The greatest obstacle in the way of the agent's success is the strong attachment he has for his chair. The successful agent is up and doing while his lackadaisical brother has his body wrapped around a chair, and his feet elevated to such an uncertain height that geometricians would say his body forms an angle of 45 degrees.

Usually he is very fond of his pipe or cigar, and as he watches the smoke circle its way out of sight he plans for the development of some gigantic enterprise, incapable of accomplishment, while his competitor is hustling or returning to his office with some choice application hanging from his belt, scalped from the clients of the chair-worshipper.

He can discuss surety situations with the eloquence of a Philadelphia lawyer, and can diagnose the ailments of our business like a Vermont M.D., but when it comes to a hard day's work he is as shy as the ordinary debutante.  
—*The Metropolitan.*

### **Simplicity or Verbosity.**

"If I were to give you an orange," said a prominent judge, "I would simply say, 'I give you the orange.' But should the transfer be intrusted to a lawyer to put in writing, he would adopt this form :

" 'I hereby give, grant and convey to you all my interest, right, title, and advantage of and in said orange, together with its rind, skin, juice, and pits, and all rights and advantages therein, with full power to bite, suck, or other-

wise eat the same or give away with or without rind, skin, juice, pulp, or pits, anything hereinbefore or in any other deed or deeds, instruments of any kind or nature whatsoever to the contrary in any wise notwithstanding.' ”

The above story reminds one of the policy contracts of some companies, which are so verbose that any ordinary man would require an hour simply to read them through, and so involved that a clever lawyer could easily suggest half a dozen interpretations of some of the most important clauses. The Imperial's policy is simple, direct, straightforward. The phraseology was purposely made as concise and free from technicalities as possible, in order that any man of average intelligence might be able to read his policy and understand it. The Imperial's is a “policy of **Simplicity**, **Liberality** and **Security**.”

### Quotations—Read, Mark, Learn and Inwardly Digest.

It is an undoubted truth, that the less one has to do the less time one finds to do it in. One yawns, one procrastinates, one can do it when one will, and therefore, one seldom does it at all ; whereas those who have a great deal of business, must (to use a vulgar expression) buckle to it ; and then they always find time enough to do it in.—*Chesterfield*.

The greatest results in life are usually attained by simple means and the exercise of ordinary qualities. These may for the most part be summed in these two—common sense and perseverance.—*Feltham*.

If you want to succeed in the world you must make your own opportunities as you go on. The man who waits for some seventh wave to toss him on dry land will find that the seventh wave is a long time in coming. You can commit no greater folly than to sit by the roadside until some one comes along and invites you to ride with him to wealth or influence.—*John B. Gough*.

Prepare yourself for the great world, as the athletes used to do for their exercises ; oil your mind and your manners, to give them the necessary suppleness and flexibility ; strength alone will not do, as young people are too apt to think.—*Chesterfield*.

It never occurs to fools that merit and good fortune are closely united.—*Goethe*.

Every man is a volume, if you know how to read him.—*Channing*.

A man must choose between the pleasures of success and the pleasures of idleness. He can not have both. The idle man is never successful.—*Theodore Roosevelt*.

As long as men continue indifferent they remain inferior. We must be in earnest. To obtain wealth, honors, and the things most desirable in this world you must be ever in earnest, or otherwise you will remain one of the multitude. The reason why so many die among the unknown is that they are never deeply in earnest in any one thing.—*Bishop Spalding*.

# THE DILEMMA

OF

# FRATERNAL ORDERS

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INCREASING COST AND LOSS OF MEMBERS  
DEMAND RADICAL CHANGES IN  
THE SYSTEM

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1906  
THE SPECTATOR COMPANY  
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NEW YORK

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# THE DILEMMA OF FRATERNAL ORDERS.

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From THE SPECTATOR, New York, August 16, 1906.

Fraternal orders during the past decade have been brought face to face with the very unsatisfactory task of readjusting their rates in order to meet their obligations. This has been decidedly distasteful to a majority of the managers, as it has compelled them to virtually admit that they have been deceiving their members from the beginning by claiming that life insurance could be furnished at low rates, and that there was no need to accumulate reserves. Now they find that had reserves been accumulated from the beginning, there would have been no need to revise the rates and thereby force out thousands of members who had paid regularly for many years. The whole system of fraternal insurance started with a misconception of the function of the premium charged by legal reserve companies, and even now the managers, or most of them, are loathe to admit that a reserve is not only a wise provision but an absolute necessity in the case of any company pretending to furnish life insurance. The plan of the fraternal orders is beautifully simple in theory, but absolutely impossible in practice. Any corporation which insures a man at age twenty-one at a rate which merely provides for the cost of the insurance at that age, and carries him along year after year at the same rate, must inevitably fail. It is true that for awhile the accession of new blood may keep down the death rate so that the order is apparently safe, but sooner or later the extra cost of carrying the older members is bound to absorb the savings effected on the younger members, and then arises the necessity for extra assessments. The effect of making extra assessments has been plainly evident in the case of scores of fraternal orders. There is first the protest on the part of the members, more particularly the younger ones, then the healthy lives desert, leaving the older members in a worse position than before, for with a decreasing membership the death claims increase faster than the assessments can be collected for them, until finally the only refuge is in the hands of a receiver.

For several years after the impracticability of the fraternal plan became apparent to the managers, the only steps taken for relief were in the form of additional assessments, it being argued that the heavy death rate was only temporary, and that by renewed efforts on the part of every member further additions might be made to the membership sufficient to bring down the death rate again. This plan did not work very long, as the members objected to the increasing number of extra assessments, especially as many of them were able to obtain the same amount of insurance in other orders at lower rates. It, therefore, became necessary for the orders to revise their rates entirely, so as to make the older members pay a larger share of the mortuary cost, while new members were to be brought into the order on the plea that the rate then charged, larger than the original rates, was sufficient to carry them without any further increase in after years. Such orders as adopted this plan found that it worked well

TABLE I.—THIRTY-SIX LEADING FRATERNAL ORDERS.

NAME OF ORDER.....	Ancient Order of United Workmen (Sup. Lodge)	Ben-Hur.	Brith Abraham.	Catholic Benevolent Legion.	Catholic Knights of America.	Catholic Mutual Benefit Association.	Catholic Order of Foresters.	Foresters, Independent Order of	Fraternal Aid Association.
LOCATION.....	Meadville, Pa.	Crawfordsville, Ind.	New York.	Brooklyn, N. Y.	St. Louis, Mo.	Hornellsville, N. Y.	Chicago, Ill.	Toronto, Ont.	Lawrence, Kan.
Commenced business.....	1868.	1894.	1887.	1881.	1879.	1876.	1883.	1881.	1890.
Mortuary assessments received in 1905.....	7,113,379	788,708	250,097	953,506	738,622	1,361,455	1,276,120	3,263,985	362,873
Claims paid in 1905.....	7,758,380	734,438	254,150	959,092	738,229	1,316,805	990,060	2,191,414	328,586
Income saved in 1905.....	440,488	159,356	22,706	1,470	18,048	241,876	294,581	1,140,035	60,866
Net cash assets December 31, 1905†.....	894,615	827,809	226,569	334,546	743,303	1,492,693	981,092	8,757,420	201,896
New members admitted in 1905.....	17,661	17,897	14,634	255	508	3,426	10,443	29,091	4,363
Membership December 31, 1905.....	209,823	88,138	87,086	19,071	17,355	57,638	118,061	233,293	28,485
Gain (+) or loss (—) in membership during 1905.....	—23,570	+ 8,574	+9,387	—2,275	—1,304	+23	+3,795	+7,417	—541
Insurance in force December 31, 1905.....	507,987,906	108,572,775	43,543,000	28,042,250	23,753,165	82,765,500	123,860,500	248,801,000	37,868,500
Deaths occurring in 1905.....	4,547	645	563	526	456	812	940	1,676	222
Lapsed certificates in 1905.....	36,684	8,678	4,684	2,004	1,356	2,591	5,708	19,998	4,682
Death rate per 1000 in 1905.....	14.6	7.7	6.8	24.9	25.3	14.1	8.1	7.3	7.7
Average cost per member in 1905.....	22.83	9.41	3.04	45.17	41.02	23.62	10.99	14.22	12.62
Cash assets per capita held December 31, 1905.....	2.08	9.39	2.60	16.75	42.83	25.90	8.31	37.54	7.09
Average amount of policies in force.....	1,694	1,232	500	1,404	1,368	1,436	1,049	1,066	1,329
Average cost per \$1000 in 1905§.....	13.48	7.64	6.08	32.17	30.00	16.45	10.47	13.34	9.50

†After deducting cash liabilities. §The foregoing costs do not include "quarterly dues" payable for lodge expenses, ranging from \$3 to \$6 per member per annum and which would increase the cost on an average about 25 cents monthly. Except for a per capita tax of 50 cents to \$1 included, the "expenses" following in Table II. do not include these "quarterly dues" (A. O. U. W. Table).

TABLE I.—Continued.

NAME OF ORDER	Fraternal Mystic Circle.	Free Sons of Israel.	Golden Cross, United Order of the	Improved Order of Heptasophs.	Knights and Ladies of Honor.	Knights and Ladies of Security.	Knights of Columbus.	Knights of Honor.	Knights of Maccabees of the World.
LOCATION	Philadelphia, Pa.	New York.	Knoxville, Tenn.	Baltimore, Md.	Indianapolis, Ind.	Topeka, Kan.	New Haven, Conn.	St. Louis, Mo.	Port Huron, Mich.
Commenced business	1885.	1871.	1876.	1878.	1877.	1892.	1882.	1873.	1883.
Mortuary assessments received in 1905.	247,374	254,568	434,606	1,260,534	1,413,466	576,049	533,249	2,729,665	4,355,956
Claims paid in 1905.	216,506	247,000	395,250	1,190,436	1,388,840	511,786	315,000	2,741,885	3,356,268
Income saved in 1905.	37,735	47,771	38,163	88,722	49,465	184,134	266,127	*—21,072	1,075,818
Net cash assets December 31, 1905†.	187,519	1,005,590	138,240	639,908	394,208	738,287	1,494,705	†—449,923	4,839,056
New members admitted in 1905.	5,260	456	2,333	8,965	18,675	17,260	8,088	2,769	39,141
Membership December 31, 1905.	14,503	10,865	18,392	65,996	83,088	56,083	49,475	40,126	298,891
Gain (+) or loss (—) in membership during 1905	+691	—10	—198	+3,697	+9,979	+7,697	+6,161	—9,049	—23,485
Insurance in force December 31, 1905.	18,834,917	10,865,000	20,621,250	95,630,500	84,464,000	69,102,000	59,524,000	65,960,200	375,176,362
Deaths occurring in 1905.	135	247	304	740	1,228	419	337	1,561	2,402
Lapsed certificates in 1905.	4,434	219	2,227	4,528	10,468	9,144	1,590	10,257	60,224
Death rate per 1000 in 1905.	9.5	22.7	16.4	11.5	15.4	8.0	7.3	34.9	7.7
Average cost per member in 1905.	17.47	23.42	23.50	19.65	17.75	11.03	11.50	61.13	14.02
Cash assets per capita held December 31, 1905	12.93	9.26	7.52	9.67	4.74	13.16	30.21	†—	16.19
Average amount of policies in force.	1,297	1,000	1,121	1,449	1,016	1,232	1,021	1,644	1,255
Average cost per \$1000 in 1905§.	13.47	23.42	20.96	13.56	17.47	9.00	11.26	37.18	11.17

\*—Disbursements exceed income. †—Liabilities exceed assets. ‡After deducting cash liabilities. §The foregoing costs do not include "quarterly dues" payable for lodge expenses, ranging from \$3 to \$6 per member per annum and which would increase the cost on an average about 25 cents monthly. Except for a per capita tax of 50 cents to \$1 included, the "expenses" following in Table II. do not include these "quarterly dues" (A. O. U. W. Table).



TABLE I.—Continued.

NAME OF ORDER.....	Knights of Pythias (Endowment Rank).	Knights of the Modern Maccabees.	Ladies Catholic Benevolent Association.	Ladies of the Modern Maccabees.	Ladies of the Modern Maccabees.	Loyal Association.	Loyal Mystic Legion of America.	Modern Woodmen of America.	National Union.
LOCATION.....	Chicago, Ill.	Port Huron, Mich.	Erie, Pa.	Port Huron, Mich.	Ann Arbor, Mich.	Jersey City, N. J.	Hastings, Neb.	Rock Island, Ill.	Toledo, O.
Commenced business.....	1877.	1881.	1890.	1892.	1890.	1889.	1892.	1883.	1881.
Mortuary assessments received in 1905.....	1,876,248	1,425,322	874,210	774,686	381,915	167,888	63,374	7,653,707	2,401,208
Claims paid in 1905.....	1,458,005	1,166,832	649,267	758,608	392,824	152,905	58,076	6,611,361	2,053,250
Income saved in 1905.....	400,203	321,680	297,416	407,724	27,175	20,063	*—3,517	949,908	270,977
Net cash assets December 31, 1905†.....	1,280,298	415,546	599,445	1,615,703	149,607	159,539	51,823	2,489,076	583,956
New members admitted in 1905.....	14,796	12,572	3,456	18,802	13,267	668	831	96,010	4,025
Memberships December 31, 1905.....	74,857	116,205	89,943	124,113	70,969	7,372	6,291	713,837	61,019
Gain (+) or loss (—) in membership during 1905.....	+6,654	—4,103	+193	+699	+8,215	+133	—427	+52,885	—4,353
Insurance in force December 31, 1905.....	117,205,500	145,453,000	79,436,500	96,732,468	60,193,250	13,204,000	8,066,500	1204,045,500	133,105,000
Deaths occurring in 1905.....	793	872	731	878	438	84	45	3,787	768
Lapsed certificates in 1905.....	7,349	15,803	2,532	17,126	4,614	451	1,213	39,338	7,610
Death rate per 1000 in 1905.....	11.1	7.4	8.1	7.1	6.5	11.5	6.9	5.5	12.2
Average cost per member in 1905.....	26.23	12.05	9.73	6.26	5.72	22.97	9.74	11.13	38.00
Cash assets per capita held December 31, 1905.....	17.10	3.57	6.66	13.06	2.11	21.64	8.24	3.49	9.57
Average amount of policies in force.....	1,566	1,252	883	780	848	1,791	1,283	1,687	2,181
Average cost per \$1000 in 1905§.....	16.75	9.62	11.02	8.02	6.74	12.82	7.59	6.60	17.42

\*—Disbursements exceed income. †After deducting cash liabilities. §The foregoing costs do not include "quarterly dues" payable for lodge expenses, ranging from \$3 to \$6 per member per annum and which would increase the cost on an average about 25 cents monthly. Except for a per capita tax of 50 cents to \$1 included, the "expenses" following in Table II. do not include these "quarterly dues" (A. O. U. W. Table).

TABLE I.—Continued.

NAME OF ORDER.....	Pilgrim Fathers, United Order of.	Protected Home Circle.	Royal Arcanum.	Royal League.	Shield of Honor.	Sons of Benjamin.	Womens Catholic Order of Foresters.	Woodmen of the World (Sov. Camp).	Totals, Thirty-six Orders.
LOCATION.....	Lawrence, Mass.	Sharon, Pa.	Boston, Mass.	Chicago, Ill.	Baltimore, Md.	New York.	Chicago, Ill.	Omaha, Neb.	
Commenced business.....	1879	1886.	1877.	1883.	1885.	1877.	1891.	1891.	.....
Mortuary assessments received in 1905.....	593,963	390,265	8,094,566	533,963	174,963	207,764	487,630	3,085,963	57,771,073
Claims paid in 1905.....	494,300	421,409	8,021,413	475,298	142,250	264,850	468,675	2,773,289	52,603,836
Income saved in 1905.....	100,063	130,140	122,898	173,305	24,726	*—25,922	45,791	778,348	8,244,509
Net cash assets December 31, 1905†.....	120,934	875,523	2,533,484	922,930	37,820	98,426	286,617	2,983,396	38,818,874
New members admitted in 1905.....	1,192	10,566	22,678	4,641	654	1,338	6,566	67,307	485,521
Membership December 31, 1905.....	19,601	57,392	254,756	27,524	10,784	20,659	47,998	274,592	3,606,491
Gain (+) or loss (—) in membership during 1905.....	—97	+1,656	—50,282	+2,280	—2,453	+95	+4,752	+37,340	+50,070
Insurance in force December 31, 1905.....	27,597,500	54,232,250	550,918,000	56,449,000	9,980,000	15,370,000	50,869,000	394,597,700	507,650,249‡
Deaths occurring in 1905.....	295	449	3,225	250	144	326	433	2,019	33,660
Lapsed certificates in 1905.....	994	8,461	69,780	2,111	2,963	917	1,381	27,948	402,346
Death rate per 1000 in 1905.....	15.0	7.9	11.5	9.5	12.0	15.8	9.5	7.9	9.4
Average cost per member in 1905.....	30.23	6.90	28.92	20.23	14.57	10.08	10.69	12.06	16.13
Cash assets per capita held December 31, 1905.....	6.17	15.25	9.94	33.53	3.51	4.76	5.97	10.86	10.70
Average amount of policies in force.....	1,408	945	2,163	2,051	926	744	1,060	1,437	1,407
Average cost per \$1000 in 1905§.....	21.47	7.30	13.37	9.86	15.73	13.55	10.08	8.39	11.46

\*—Disbursements exceed income. †After deducting cash liabilities. ‡The foregoing costs do not include "quarterly dues" payable for lodge expenses, ranging from \$3 to \$6 per member per annum and which would increase the cost on an average about 25 cents monthly. Except for a per capita tax of 50 cents to \$1 included, the "expenses" following in Table II. do not include these "quarterly dues" (A. O. U. W. Table).

for a time, and even enabled them to accumulate some sort of a reserve, but eventually the reserve was encroached upon by the death claims once more exceeding the assessments, and the old problem again confronted them.

It will be judged from the foregoing that the fraternal have been working all along by a rule of thumb, and have steadily avoided the teachings of experience as exemplified by the careers of old-line companies, evidently working in the hope that some special miracle would be interposed for their special benefit and the laws of mortality be suspended. From the establishment of the very first fraternal order the fallacies of the system have been pointed out by men who knew that only failure could result in the long run, and that while many

TABLE II.—PROGRESS OF FOUR LEADING ORDERS.

KNIGHTS OF HONOR.

YEAR.	Mortuary Assessments.	Claims Paid.	Members Admitted in Year.	Members at End of Year.	Deaths Occurring.	Lapses.	Death Rate Per 1000 Members.	Average Cost to Each Member.
	\$	\$						\$
1905....	2,729,665	2,741,885	2,769	40,126	1,561	10,257	34.9	61.14
1904....	2,869,304	2,592,637	3,481	49,175	1,679	4,233	33.3	56.94
1903....	2,981,283	2,986,549	4,292	51,606	1,670	4,599	31.7	56.67
1902....	3,082,152	3,066,482	4,093	53,580	1,637	4,649	29.9	56.35
1901....	3,216,217	3,227,089	2,854	55,773	1,706	5,307	29.4	55.40
1900....	3,442,662	3,433,887	3,125	59,932	1,784	8,272	28.1	54.31
1899....	3,594,979	3,515,033	4,389	66,863	2,120	17,662	28.4	48.22
1898....	3,988,194	3,901,286	7,489	82,256	1,887	13,025	21.9	46.40
1897....	3,894,532	3,918,264	10,571	89,679	2,233	15,292	24.0	41.82
1896....	4,261,084	4,155,004	8,358	96,633	2,137	24,800	20.2	40.23
1895....	4,058,331	3,944,233	8,836	115,212	2,067	11,342	17.6	34.54
1894....	3,844,550	3,845,117	9,151	119,785	1,972	10,748	16.4	31.61
1893....	4,020,074	4,017,486	9,321	123,354	2,062	10,978	16.5	32.11
1892....	4,279,401	4,283,392	8,297	127,073	2,051	11,672	15.8	32.97
1891....	4,209,046	4,207,500	11,282	132,499	2,081	11,914	15.5	31.43
1890....	3,483,982	3,482,000	12,062	135,212	1,946	6,657	14.6	26.10
1889....	3,415,555	3,421,033	12,552	131,753	1,740	4,476	13.5	26.56
1888....	3,198,137	3,210,656	11,025	125,417	1,696	6,824	13.7	25.75
1887....	3,178,435	3,175,400	8,861	122,912	1,607	10,511	12.9	25.52
1886....	3,080,919	3,080,600	8,803	126,169	1,510	6,619	12.0	24.49
1885....	2,999,060	3,079,000	8,982	125,495	1,487	10,601	11.7	23.61
1884....	2,709,562	2,634,251	10,640	128,601	1,426	8,922	11.1	21.09
1883....	2,856,617	3,028,000	12,776	128,309	1,427	8,566	11.2	22.51

ROYAL ARCANUM.

1905....	8,094,566	8,021,413	22,678	254,756	3,225	69,780	11.5	28.94
1904....	7,868,396	8,155,469	35,980	305,083	3,175	10,811	10.8	26.75
1903....	7,505,893	7,320,551	39,581	283,089	2,815	7,999	10.5	27.94
1902....	7,140,665	6,899,869	33,216	254,322	2,546	7,480	10.5	29.43
1901....	6,860,988	6,595,105	31,055	231,132	2,375	7,622	10.8	31.10
1900....	6,604,709	6,277,069	24,086	210,074	2,229	5,651	11.0	32.70
1899....	6,491,620	6,083,452	12,913	193,868	2,094	6,135	10.9	33.90
1898....	5,719,015	5,279,243	9,039	189,184	1,898	13,062	9.9	29.77
1897....	5,405,774	5,210,824	13,299	195,105	1,812	6,643	9.4	28.05
1896....	4,882,548	5,002,674	22,452	190,261	1,731	4,520	9.5	26.80
1895....	4,204,008	4,197,446	20,454	174,060	1,527	4,174	9.2	25.22
1894....	4,190,030	3,959,600	16,975	159,307	1,344	4,750	8.7	27.23
1893....	3,693,916	3,770,750	16,086	148,426	1,296	3,553	9.1	25.87
1892....	3,432,834	3,401,750	17,293	137,189	1,141	3,729	8.7	26.18
1891....	3,129,420	3,096,250	17,089	124,766	1,009	2,680	8.5	26.50
1890....	2,803,060	2,717,302	16,802	111,366	947	2,482	9.0	26.77
1889....	2,158,310	2,146,526	13,357	97,993	750	1,599	8.1	23.33
1888....	2,120,609	2,024,700	10,789	86,935	690	2,335	8.3	25.53
1887....	1,933,033	1,940,500	10,847	79,171	636	1,863	8.5	25.73
1886....	1,543,829	1,512,000	12,010	70,823	522	1,622	7.9	23.43
1885....	1,263,846	1,260,500	9,217	60,957	430	1,641	7.5	22.02
1884....	1,053,103	1,042,500	7,973	53,811	380	1,526	7.5	20.73
1883....	879,911	906,000	9,126	47,744	303	1,113	6.9	20.05



TABLE II.—*Continued.*

## KNIGHTS OF THE MACCABEES OF THE WORLD.

YEAR.	Mortuary Assess- ments.	Claims Paid.	Members Admitted in Year.	Members at End of Year.	Deaths Occur- ring.	Lapses.	Death Rate per 1000 Members.	Average Cost to Each Member.
	\$	\$						\$
1905....	4,266,679	3,106,372	39,141	298,891	2,402	60,224	7.7	13.74
1904....	4,512,184	3,470,966	50,369	322,376	2,265	67,032	6.8	13.60
1903....	4,159,399	3,055,454	88,505	341,304	2,108	30,657	6.7	13.27
1902....	3,598,146	2,609,006	70,780	285,564	1,723	23,792	6.6	13.68
1901....	2,960,439	2,175,168	56,787	240,299	1,492	18,828	6.7	13.33
1900....	2,543,441	1,950,538	51,285	203,832	1,250	16,692	6.2	12.69
1899....	2,082,080	1,701,019	54,293	197,132	1,088	18,325	6.0	11.59
1898....	1,751,688	1,270,353	40,690	162,252	788	16,313	5.2	11.64
1897....	1,415,738	1,135,338	35,952	138,663	696	15,360	5.4	11.00
1896....	1,256,897	952,875	32,046	118,767	568	14,580	5.1	11.93
1895....	1,021,254	817,070	37,895	101,869	494	12,152	5.5	11.45
1894....	799,684	694,795	29,661	76,620	376	9,134	5.8	12.33
1893....	641,334	502,933	21,956	53,222	318	6,693	7.0	14.03
1892....	367,458	313,846	17,942	38,277	187	2,654	6.1	11.95
1891....	266,043	246,306	6,405	23,176	133	....	6.6	13.27
1890....	214,035	175,300	3,808	16,904	92	508	6.0	13.99
1889....	130,200	134,000	4,525	13,666	69	531	5.9	11.11
1888....	84,783	77,200	4,433	9,771	37	561	4.7	10.80
1887....	46,837	43,000	2,456	5,936	23	287	4.7	9.64
1886....	34,408	34,100	1,992	3,790	17	312	5.7	11.62

thousands of persons might be benefited in the meantime, there would be an even greater number left destitute of protection at a time when it was needed the most. To the credit of many of the fraternal managers it may be said now, however, that more progress is being made toward a proper and scientific conduct of the business, at least so far as new members are concerned. There is still manifest a disinclination to disturb the old members by making them pay the full cost of their insurance, and consequently the younger members are in many instances paying more than they have a right to.

In the case of every fraternal that has readjusted its rates there have been numerous desertions, and it is doubtful whether the full effect of these desertions has been allowed for in the increased rates. It is a safe assertion to make that three-fourths of the members who leave a fraternal order on account of increased rates are good insurable lives, capable of obtaining insurance in other organizations. for the man who realizes that he cannot get other insurance will bend every effort to meet the increased rates in the hope that the order may last long enough to pay his claim and thus give his estate some return for the money he has paid in during many years.

Last year there were several orders in the throes of rate readjustment, and their statements at the close of the year showed that the old story of less new business and increased lapses had been repeated. The Ancient Order of United Workmen, which is the oldest fraternal order in the country, showed a loss in membership of 23,570, while the Royal Arcanum, which was particularly prominent last year in the way of troubles, lost 50,282 members. Taking the orders as a whole the year 1905 showed a little improvement over the previous year, which was the poorest in nearly a decade, but the orders are finding it increasingly difficult to add very largely to their membership, while the number that can scarcely hold their own is steadily increasing.

The series of tables presented herewith form a statistical analysis of the leading fraternal orders of the United States for the year 1905,

TABLE II.—Continued.  
ANCIENT ORDER OF UNITED WORKMEN.

YEAR.	INCOME.		EXPENDITURES.			INSURANCE ACCOUNT.				Average Mortuary Cost per Member.
	Fees and Dues.	Assessments.	Total Income.	Losses Paid.	Expenses.	Total Dis- bursements.	Certificates in Force.	Average No. of Risks Exposed.	Death Rate per 1000 Risks.	
1905.....	\$626,603	\$8,161,951	\$8,880,045	\$7,753,616	\$680,777	\$8,439,557	299,823	311,608	14.59	\$26.19
1904.....	780,405	8,474,015	9,255,831	8,305,595	749,420	9,080,315	323,393	373,204	13.98	25.85
1903.....	1,046,723	10,273,389	12,494,230	10,046,521	913,919	10,960,440	423,015	437,262	12.94	23.50
1902.....	993,824	10,170,658	11,161,482	9,860,412	899,541	10,759,953	451,510	439,466	11.84	23.17
1901.....	929,211	9,816,501	10,745,712	9,473,275	819,262	10,292,537	427,422	422,521	12.09	23.23
1900.....	895,896	9,079,834	9,975,730	9,030,809	891,087	9,921,896	417,620	404,324	11.52	22.46
1899.....	774,918	8,308,536	9,083,454	8,335,574	777,994	9,113,568	390,952	375,807	11.36	22.11
1898.....	705,170	7,705,935	8,501,105	7,770,417	635,261	8,455,677	300,662	354,326	11.32	22.00
1897.....	663,024	7,920,992	8,584,010	7,761,934	653,493	8,415,427	347,990	343,775	10.86	23.04
1896.....	631,501	7,598,977	8,230,478	7,479,767	631,892	8,111,559	369,099	362,648	10.52	20.95
1895.....	562,538	7,336,347	7,898,885	7,313,339	588,948	7,902,787	354,309	349,914	10.48	20.97
1894.....	527,619	7,117,355	7,644,974	7,116,808	561,592	7,678,400	341,371	336,085	10.43	21.19
1893.....	527,690	6,423,707	6,951,493	6,479,175	505,748	6,984,923	328,775	320,374	10.11	20.05
1892.....	476,745	6,080,714	6,557,459	6,015,021	462,515	6,477,535	308,575	292,539	10.19	20.80
1891.....	416,064	5,325,174	5,741,238	5,307,588	385,851	5,693,439	276,352	264,251	9.72	20.19
1890.....	373,160	4,744,226	5,117,386	4,762,157	365,674	5,127,831	251,538	241,666	10.32	19.50
1889.....	343,679	4,181,953	4,525,032	4,149,805	348,988	4,498,793	232,059	229,269	9.00	18.25
1888.....	309,218	3,966,740	4,275,958	3,985,088	311,301	4,296,389	215,195	206,751	9.64	19.18
1887.....	284,683	3,455,505	3,740,138	3,453,287	273,817	3,727,104	198,307	187,209	9.22	18.45
1886.....	271,006	2,956,836	3,227,842	2,942,597	261,499	3,204,366	176,111	166,473	8.82	17.74
1885.....	221,112	2,580,468	2,801,580	2,556,458	206,938	2,773,396	157,375	150,545	8.52	17.14
1884.....	196,719	2,193,880	2,390,699	2,180,126	197,286	2,377,412	143,714	137,415	7.93	15.98
1883.....	183,410	2,032,459	2,215,869	2,031,047	164,078	2,195,125	131,115	.....	....	....
Totals .....	\$12,740,924	\$145,996,152	\$158,828,567	\$154,120,918	\$12,338,785	\$166,464,867	.....	.....	....	\$22.54

and indicate very clearly the difficulties under which a number of them labor. In Table I. there is shown the principal items of the statements of thirty-six of the leading fraternal orders of the country, each of which is at least ten years old, and has more than 5000 certificates in force. The totals show that the new members admitted numbered 485,521, but the aggregate gain in membership was but 50,070, or slightly over ten per cent. The terminations by death were 33,660, a very slight increase over the previous year, while no less than 402,346 members were enrolled in the lapse column. More than one-third of the orders reported a loss in membership during the year ranging from ten to 50,282, while the gains shown are from twenty-three to 52,885. The total membership at the close of the year was 3,606,491, ostensibly representing \$5,076,502.493 of insurance. There was an actual falling off in the aggregate amount of insurance in force of \$89,000,000.

Inasmuch as these orders have obligated themselves to pay over five billion dollars in benefits under their certificates, there should be a considerable volume of funds on hand, but the statements disclose that after providing for all cash liabilities there is on hand but \$38,818,874 wherewith to meet the enormous amounts of insurance benefits promised. Nearly one-fourth of that amount is held by one order, and the average sum held for each member is but \$10.76. Only six orders hold over \$20 of cash assets per capita, while ten have less than \$5 per capita. The death rate for the year was 9.4 per thousand members, the same figure as for the preceding year, while the average death cost per \$1000 was \$11.46, the expenses of management not being considered in these figures of cost.

TABLE III.—ORDERS SHOWING GAIN IN MEMBERSHIP IN 1905.

NAME OF ORDER.	Commenced Business.	Certificates in Force Jan. 1, 1905	Certificates Written in 1905.	Certificates in Force Jan. 1, 1906	Gain in Year.
Modern Woodmen of America..	1883	660,952	96,010	713,837	52,885
National Protective Legion....	1890	97,709	55,026	136,677	38,968
Woodmen of the World.....	1890	237,252	67,307	274,592	37,340
Royal Neighbors of America...	1895	84,538	16,209	97,347	12,809
Locomotive Engineers.....	1884	106,080	15,358	116,892	10,812
Brith Abraham, Ind. Order....	1887	77,699	14,634	87,086	9,387
Ben Hur, Supreme Tribe.....	1894	79,564	17,897	88,138	8,574
Ladies of Modern Maccabees..	1886	62,754	13,267	70,969	8,215
Woodmen Circle.....	1895	24,939	13,546	32,841	7,902
K'ts and Ladies of Security....	1892	48,386	17,260	56,083	7,697
Foresters, Supreme Court.....	1881	225,876	29,091	233,293	7,417
Knights and Ladies of Honor...	1877	76,109	18,675	83,088	6,979
Knights of Pythias, End Rank..	1877	68,203	13,301	74,857	6,654
Knights of Columbus.....	1882	43,314	8,088	49,475	6,161
Ancient Order of Gleaners....	1894	40,041	8,594	46,064	6,023
Polish National Alliance.....	1881	38,578	7,480	43,385	4,807
Womens Cath. Or. Foresters...	1891	43,246	6,566	47,998	4,752
Societe des Artisans.....	1877	23,020	5,377	26,946	3,926
Canadian Or. Foresters,H'hC't	1879	56,438	6,806	60,241	3,803
Catholic Order Foresters.....	1883	114,266	10,443	118,061	3,795
Improved Order, Heptasophs..	1878	62,299	8,965	65,996	3,697
Cath. Womens Ben. Legion....	1895	14,001	3,769	17,097	3,096
New Eng. Or. Mut. Protection..	1887	38,416	4,927	41,310	2,894
Woodmen of the World.....	1890	93,846	11,100	96,464	2,618
Amer. Funeral Benefit Ass'n...	1895	18,307	5,539	20,886	2,579
Royal League.....	1883	25,244	4,641	27,524	2,280
United Order Foresters.....	1893	9,567	3,906	11,659	2,092
Mass. Cath. Order Foresters...	1879	20,938	2,446	22,812	1,874



TABLE III.—Continued.

## ORDERS SHOWING GAIN IN MEMBERSHIP IN 1905.

NAME OF ORDER.	Commenced Business.	Certificates in Force Jan. 1, 1905	Certificates Written in 1905.	Certificates in Force Jan. 1, 1906	Gain in Year.
Columbian Knights.....	1895	11,296	4,374	13,056	1,760
Protected Home Circle.....	1886	55,736	10,566	57,392	1,656
American Guild.....	1890	24,324	9,834	25,904	1,580
Danish Brotherhood of Amer...	1882	12,358	2,374	13,904	1,546
North American Union.....	1895	12,484	3,223	13,871	1,387
Cath. K'ts & Ladies of Amer...	1890	8,425	1,875	9,712	1,287
American Ins. Union.....	1894	10,318	.....	11,505	1,187
Grand Fraternity.....	1885	10,277	3,141	11,384	1,107
United Artisans.....	1894	9,751	2,130	10,670	919
German Beneficial Union.....	1892	11,669	3,609	12,586	917
Free Sons of Judah.....	1890	7,665	1,873	8,407	742
Ladies of Maccabees of World.	1892	123,414	18,802	124,113	699
Degree of Honor, A. O. U. W...	1892	2,734	847	3,429	695
Fraternal Mystic Circle.....	1884	13,812	5,260	14,503	691
Capitol Life Association.....	1894	3,772	863	4,453	681
American Benefit Society.....	1893	5,101	1,406	5,778	677
Scottish Clans.....	1878	8,722	1,380	9,387	665
K'ts and Ladies of Columbia...	1895	6,323	2,762	6,955	632
Polish Ass'n of America.....	1895	3,081	339	3,705	624
Woodmen of the World.....	1893	9,819	1,705	10,438	619
Brotherhood of America.....	1856	19,498	3,184	20,027	529
A. O. H. Life Ins. Fund.....	1884	6,012	1,027	6,438	426
Artisans Order, Mut. Protec...	1873	8,571	749	8,995	424
Catholic Mut. Benefit Ass'n....	1880	19,333	1,323	19,750	417
Ahawas Israel, Ind. Order.....	1890	14,926	2,342	15,342	416
Order of Mutual Protection....	1878	8,068	1,261	8,410	342
Independent Western Star Or...	1895	4,979	1,507	5,308	329
Bohemian Slavonian Knights and Ladies.....	1893	2,734	413	3,052	318
Western Catholic Union.....	1877	6,381	592	6,692	311
Cath. Relief & Ben. Ass'n....	1893	8,228	765	8,512	284
Catholic Knights of Ohio.....	1891	6,813	615	7,089	276
Low German Gd. Lodge.....	1888	6,850	681	7,080	230
Knights of the Loyal Guard....	1895	5,029	808	5,235	206
Ladies Cath. Benevolent Ass'n.	1890	89,750	3,456	89,943	193
Royal Templars of Temp'ance.	1884	6,798	892	6,984	186
Loyal Association.....	1889	7,239	668	7,372	133
Foresters of America.....	1893	1,919	321	2,042	123
Knights of Father Mathew....	1881	5,668	1,094	5,789	121
Sons of Benjamin.....	1883	20,564	1,338	20,659	95
Independent Or. Mutual Aid...	1878	2,185	499	2,253	68
Sparta, Order of.....	1879	4,697	214	4,744	47
Christian Burden Bearers.....	1885	2,020	89	2,061	41
Legion of the Red Cross.....	1885	2,549	322	2,582	33
U.S. Letter Carriers M.B. Ass'n.	1891	5,244	360	5,267	23
Catholic Mut. Benefit Ass'n....	1876	57,615	3,426	57,638	23
Sons of St. George.....	1890	2,022	177	2,042	20
Ind. Scandinavian Workmen...	1893	2,823	454	2,830	7
Totals (75 orders).....		3,171,178	591,168	3,466,906	295,728

The second table brings up to date particulars regarding the four orders which have been among the most active propagators of the fraternal idea, and it is worthy of remark that in 1905 every one of the four showed a falling off in membership, a higher death rate and increased mortuary cost to the members. In the case of one order the members have been dropping away for the past fifteen years, until there is now less than one-third the membership reported at the beginning of that period. The increasing death rate and consequent high cost would seem to indicate that the end of this order is in sight,

TABLE III.—Continued.

## ORDERS SHOWING LOSS IN MEMBERSHIP IN 1905.

NAME OF ORDER.	Commenced Business.	Certificates in Force Jan. 1, 1905	Certificates Written in 1905.	Certificates in Force Jan. 1, 1906	Loss in Year.
National Provident Union.....	1883	4,076	778	4,074	2
Free Sons of Israel, Ind. Order.	1871	10,875	456	10,865	10
Select Knights and Ladies.....	1881	4,202	790	4,182	20
K'ts of St. John and Malta.....	1883	2,663	181	2,627	36
Fraternal Censer.....	1895	2,408	821	2,334	74
Pilgrim Fathers.....	1879	19,698	1,194	19,601	97
Benai Brith, Ind. Order.....	1878	2,419	.....	2,244	175
Golden Cross, United Order...	1876	18,590	2,283	18,392	198
Geg. Muter Ges. Germania....	1888	4,439	314	4,217	222
Workmens Benefit Ass'n.....	1893	6,203	556	5,845	358
Legion of Honor.....	1879	3,468	192	3,120	348
Loyal Mystic Legion of Amer..	1893	6,718	831	6,291	427
Iowa Legion of Honor.....	1879	4,321	424	3,823	498
Fraternal Aid Association.....	1890	29,026	4,363	28,485	541
Home Circle.....	1879	2,713	44	2,097	616
Order of Pendo.....	1894	6,160	2,313	5,041	1,119
Catholic Knights of America...	1879	18,659	508	17,355	1,304
Catholic Benevolent Legion....	1881	22,246	255	19,971	2,275
Shield of Honor.....	1875	13,237	654	10,784	2,453
Knights of the Mod. Maccabees	1881	120,308	12,572	116,205	4,103
National Union.....	1881	65,372	4,025	61,019	4,353
A. O. U. W., Mass. (Ind. Jur.).	1879	44,140	542	39,117	5,023
Knights of Honor.....	1873	49,175	2,769	40,126	9,049
Court of Honor.....	1895	68,365	7,886	56,522	11,843
Knights of the Maccabees of the World.....	1883	322,376	39,141	298,891	23,485
A. O. U. W. (Sup. Lodge).....	1868	323,393	17,661	299,823	23,570
Royal Arcanum.....	1877	305,083	22,678	254,756	50,327
Totals (27 orders).....		1,480,333	124,231	1,337,807	142,526
Grand Totals (102 orders)...		4,651,511	715,399	4,804,713	*153,202

\* Net gain.

more especially so as it has not enough funds in hand to meet even current liabilities.

In the third table there is shown the growth or decline of 102 fraternal orders in membership during 1905, which table affords a striking indication of the importance of the subject of fraternal insurance to millions of the inhabitants of the United States. This list embraces orders over ten years of age, the smallest of which has more than 1000 certificates in force. The totals show that during 1905 these orders took in 715,399 members, and at the close of the year their certificates covered 4,804,713 persons, the gain in that item being 153,202. Gains amounting to 295,728 were shown by seventy-five orders, while twenty-seven others show a loss of 142,526. Five orders show gains in excess of 10,000 each, the largest order rivaling even the leading old-line companies. The interests of the nearly 5,000,000 members who have confided their insurance protection to these orders are certainly worthy the most careful consideration.

In Table IV. there is presented the death rate for a series of years of thirty leading orders, based on the mean number of certificates in force. Twenty years are included in the tabulation, and a study of the figures will show that many of the orders are in a very precarious condition. The variations in the showing for the year 1905 are most marked, the lowest ratio being 5.5, while the highest is 34.9. Only

TABLE IV.—DEATH RATE IN FRATERNAL ORDERS PER 1000 MEAN CERTIFICATES IN FORCE 1886-1905.

NAME AND LOCATION.	Date of Organization.	1886.	1887.	1888.	1889.	1890.	1891.	1892.	1893.	1894.	1895.	1896.	1897.	1898.	1899.	1900.	1901.	1902.	1903.	1904.	1905.		
																					Mean Number of Certificates in Force.	Number of Deaths.	Ratio.
A.O.U.W., Supreme Lodge, Meadville, Pa.	1869	8.8	9.2	9.6	9.0	10.3	9.7	10.2	10.1	10.4	10.5	10.5	10.8	11.3	11.3	11.5	12.0	11.8	12.9	12.9	311,608	4,547	14.6
Catholic Benevolent Legion, Brooklyn, N.Y.	1881	9.8	9.4	10.6	11.4	12.7	13.3	13.6	13.5	11.3	15.1	13.9	11.9	13.9	15.2	16.7	17.6	18.0	18.7	19.7	21,109	526	24.9
Catholic Knights of America, St. Louis, Mo.	1877	11.5	13.1	15.3	11.8	14.1	13.7	14.4	15.6	11.8	13.2	14.9	14.1	17.8	18.5	18.2	19.8	19.6	20.4	23.3	18,007	456	25.3
Catholic Mut. Benefit, Hornellsville, N. Y.	1879	7.6	7.4	8.8	8.8	10.0	10.5	10.2	8.2	10.6	10.0	10.2	10.1	9.3	10.7	10.7	11.8	11.2	12.4	13.8	57,627	812	14.1
Catholic Order of Foresters, Chicago, Ill.	1883																				116,164	940	8.1
Foresters, Independent Order, Toronto.	1881																				234,585	1,654	7.0
Fraternal Mystic Circle, Philadelphia, Pa.	1885																				14,158	135	9.5
Free Sons of Israel, New York.	1871																				10,870	247	22.7
Golden Cross, United Order, Knoxville.	1876																				18,491	304	16.4
Home Circle, Boston, Mass.	1879	8.2	5.2	9.3	7.9	9.4	6.7	10.2	8.6	9.8	10.0	12.1	9.9	10.7	11.7	13.8	15.0	14.0	15.2	15.0	2,405	61	25.4
Heptasophs, Improved Order, Baltimore.	1878																				64,148	752	11.7
Jewelers League, New York.	1877																				1,877	39	20.8
Knights and Ladies of Honor, Indianapolis	1877																				79,599	1,208	15.2
Knights of Columbus, New Haven, Conn.	1882																				46,395	337	7.2
Knights of Honor, St. Louis, Mo.	1887	12.0	12.9	13.7	13.5	14.6	15.5	15.8	16.5	16.4	17.6	20.2	24.0	21.9	28.4	28.1	29.4	29.9	31.7	33.3	44,650	1,561	34.9
Knights of Pythias (E. R.), Chicago.	1877	14.5	13.6	14.7	12.1	12.3	14.5	13.0	12.0	11.4	11.5	10.9	11.0	10.5	10.8	11.5	11.7	12.1	11.6	12.4	71,530	793	11.1
Knights of the Maccabees of the World, Port Huron.	1883	5.7	4.7	4.7	5.9	6.0	6.6	6.1	7.0	5.8	5.5	5.1	5.4	5.2	6.0	6.2	6.7	6.6	6.7	6.5	310,643	2,402	7.7
Knights of Modern Maccabees, Port Huron	1881																				118,257	866	7.3
Modern Woodmen of America, Rock Island	1883	3.4	3.1	4.5	3.7	5.2	6.0	5.3	5.6	5.2	5.1	4.8	4.4	4.5	5.0	4.7	4.9	4.9	5.1	5.6	687,395	3,787	5.5
Mutual Aid, Independent Order, Peoria.	1878																				2,219	490	22.1
National Union, Toledo, O.	1881																				63,196	768	12.1
New England Commercial Travelers, Bost.	1877																				656	20	30.5
New England Order of Protection, Boston.	1887																				39,863	354	8.9
Order of Mutual Protection, Chicago, Ill.	1878																				8,239	85	10.3
Pilgrim Fathers, Lawrence, Mass.	1879																				19,649	295	15.0
Protected Home Circle, Sharon, Pa.	1886	6.6	7.8	7.2	7.2	8.4	8.3	8.9	10.0	8.5	9.3	9.9	9.7	10.1	11.5	11.8	12.3	13.7	13.0	14.1	56,569	449	7.9
Royal Arcanum, Boston, Mass.	1877	7.9	8.5	8.3	8.1	9.0	8.5	8.7	9.1	8.7	9.2	9.5	9.4	9.9	10.9	11.0	10.8	10.5	10.5	10.8	279,919	3,225	11.5
Royal League, Chicago, Ill.	1883																				26,384	186	7.0
Scottish Clans, Boston, Mass.	1881																				9,055	88	9.7
Western Catholic Union, Quincy, Ill.	1877																				6,537	64	9.8



TABLE V.—ANNUAL COST PER \$1000 AND AVERAGE AGE OF MEMBERS.

ORDERS.	No. of Assessments Called.	20	25	30	35	40	45	50	55	Average Age.
American Benefit Society.....	12	7.20	7.80	8.40	9.00	11.40	15.60	30.00	.....	40.5
American Insurance Union*.....	12	7.20	7.68	8.28	9.00	10.20	12.24	15.84	† 21.60	37.4
Brotherhood of American Yoemen.....	12	7.20	7.20	7.80	8.40	9.60	10.80	13.20	.....	38.4
Catholic Benevolent Legion.....	26	14.04	16.12	18.72	21.84	26.00	31.46	38.48	\$46.02	44.
Catholic Knights of America.....	12	11.76	13.56	15.72	18.60	22.32	27.24	33.84	42.84	47.2
Catholic Mutual Benefit Association.....	12	11.64	12.96	15.60	18.96	23.40	29.28	.....	.....	41.
Court of Honor.....	12	7.20	8.40	9.72	11.64	14.04	17.40	23.40	32.40	38.6
Equitable Fraternal Union.....	10	7.00	7.00	8.40	8.40	10.00	12.00	† 12.00	.....	36.3
Foresters, Independent Order of.....	12	9.60	11.28	13.68	16.56	20.16	24.96	34.80	\$46.80	37.5
Fraternal Aid Association.....	12	7.20	7.20	7.80	8.40	9.00	10.80	25.80	.....	39.
Fraternal Mystic Circle.....	12	11.16	12.48	14.64	17.40	21.12	25.92	32.52	41.28	39.5
Home Circle.....	12	12.00	13.80	16.20	19.20	23.40	28.80	† 34.20	.....	47.
Improved Order of Heptasophs.....	12	8.04	9.12	10.92	13.20	16.20	20.28	† 24.48	.....	40.
Knights of Columbus.....	12	8.88	9.60	10.20	10.80	11.88	13.68	16.92	22.20	35.8
Knights of Honor*.....	12	7.20	9.00	10.80	13.80	16.80	19.80	25.80	35.40	51.
Knights and Ladies of Honor.....	12	9.48	10.68	11.88	13.08	15.24	18.84	24.36	32.04	42.3
Knights of the Maccabees of the World.....	12	10.37	12.10	13.82	16.70	20.16	25.34	31.68	.....	37.4
Knights of Pythias.....	12	10.80	12.60	15.00	17.40	21.00	25.80	32.40	.....	41.6
Ladies Catholic Benevolent Association.....	12	7.80	8.88	10.08	11.28	16.80	18.00	† 21.12	.....	36.
Modern Brotherhood of America.....	12	5.40	5.40	6.00	6.00	6.60	7.20	.....	.....	37.6
National Union*.....	12	6.00	7.20	8.40	9.60	10.80	13.20	16.20	24.00	43.3
New England Order of Protection.....	24	7.20	8.40	9.60	10.80	12.00	13.20	18.00	.....	41.
Pilgrim Fathers.....	12	2.00	13.20	15.60	18.60	22.80	27.60	.....	.....	46.9
Protected Home Circle.....	12	9.72	11.04	13.20	15.60	19.32	24.00	30.24	37.68	37.9
Royal Arcanum.....	12	7.04	8.16	9.68	11.76	14.40	18.08	22.80	\$28.00	41.6
Royal Highlanders.....	12	6.00	6.00	8.40	9.60	12.00	14.40	.....	.....	34.9
Royal League.....	12	9.36	10.08	11.04	12.60	15.36	20.04	27.24	.....	38.3
United Order of the Golden Cross.....	12	9.72	10.56	11.16	11.88	13.08	15.00	18.60	24.48	44.2
Woodmen of the World, Omaha.....	12	9.60	9.60	12.00	13.20	15.00	17.40	26.40	.....	36.7
Woodmen of the World (Pacific Jurisdiction)...	12	8.40	9.00	10.20	11.40	13.80	16.80	19.80	.....	38.

\* Rate increase each year.

† Age 49.

‡ Rate at age 60, \$80.

§ Age 54.

|| Age 44

twelve orders show a ratio of less than ten in the thousand, while no less than eight exceed twenty in the thousand. The figures for 1905 are presented in detail, thereby affording a guide to the relative size of the several orders, as well as the figures upon which the percentages are based. It will be observed that magnitude of membership does not protect the orders from an increasing death rate, and many of them are in such a condition as to make their protracted continuance in business a source of alarm.

The millions upon millions of dollars distributed by fraternal orders in the past thirty years and more have unquestionably been productive of much good, but in order that the good work may be continued without jeopardy it is necessary that radical measures be taken to make every member pay the full cost of his insurance. In Table V. it will be noticed that there is a wide variation in the scale of charges for the same benefits, many orders still charging an insufficient amount. Adequate rates is the only method of preserving many of these orders, and they cannot afford to hesitate much longer before making the change.





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THE SOUNDNESS  
OF CANADIAN  
LIFE INSURANCE

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ENTERED ACCORDING TO THE ACT OF THE PARLIAMENT OF CANADA  
IN THE YEAR ONE THOUSAND NINE HUNDRED AND SIX  
BY W. B. CAMPBELL, IN THE OFFICE OF THE  
MINISTER OF AGRICULTURE

## WHAT LEADERS SAY

### Expressions of Opinion on the Subject of Life Insurance by Prominent Canadians

(Reprinted from OFFICE AND FIELD, Toronto, July 12, 1906)

**I**T would be a poor compliment, indeed, to the intelligence of the people of Canada, or to their just regard for their own interest, to say that there has been no disturbance of public opinion in view of the investigation into life insurance now being carried on by the Royal Commission, and the lively discussion that preceded and that accompanies that investigation. But it is safe to say that if any other part of our economic or financial system were so wantonly attacked and so closely inquired into as is the case with Canadian life insurance to-day, the result would be, not a disturbance but a panic. But anyone who will take the trouble to inquire can easily learn that the people at large feel no hesitation about trusting the life insurance companies. Their long record of solvency and fair dealing cannot be blotted out of the public memory by the attacks of sensation-mongers, on the one side, or the efforts of the law makers to find a true basis for new laws, on the other.

OFFICE AND FIELD has proven this public sentiment to its own satisfaction by asking the opinions of leading men in every part of the Dominion, and herewith are given the statements, by letter or interview, of many of these gentlemen. In not one single case was any former believer in life insurance found who did not as heartily as ever endorse the principle and wish well to the institution. Only one gentleman declined to be quoted, and he for fear his words might be misunderstood as either endorsing more than he cared to endorse, or as finding fault with things which he did not disapprove. We commend the expressions of opinion here given to the consideration of all in any way interested in insurance.

Though the list of those quoted might have been indefinitely extended, still, the labor of collecting even so many endorsements as are here given, is much greater than it would appear to be. Many gentlemen were quite willing to write contributions for this symposium, but were so kind about it that we hesitated to seem to urge the necessity for promptness. The letters of some of these gentlemen have been received too late to be included, and others will probably arrive by later mails.

So far as possible we have avoided including in our list of contributors those connected in any way with life insurance. But men prominently engaged in commercial or public life could not be excluded for an incidental connection with some insurance company. If we were to exclude all who are connected in any way with life insurance, we should be compelled to disregard some whose opinions will be read with interest. The very fact that so many of our prominent men take a personal interest in life insurance affairs, is proof of the soundness of the institution, for every one of these men has pledged his reputation, if not his fortune—and, possibly a share of that as well—to the soundness of the institution.



The strong endorsements given in the interviews and letters produced ring with no uncertain sound, and may be taken as reflecting the general opinion.

**Sir Wilfrid Laurier, G.C.M.G., Prime Minister of Canada, Endorses the Companies and the Royal Commission**

Sir Wilfrid Laurier, as head of the Government, is responsible for the appointment of the Royal Commission on Life Insurance; as head of the administration, the praise for a good new law, or the blame for a bad one, will ultimately come to him. He has not been asked to express his opinion upon the present situation, as he may be supposed to be awaiting the report of the commissioners. It is notable, however, that he has publicly declared his confidence in Canadian life insurance. His words are taken from a public address in the House of Commons on March 12, 1906, in defence of the action of his Government in appointing the Royal Commission, and also the choice of commissioners:

"Let me say, first of all, that, if we have appointed that commission, it is not because I believe that such wrongdoing has taken place here as in the State of New York. I believe the Canadian companies are unimpeachable; I believe they are honest, and that the investigation will show it. But, sir, the insurance companies should be like the wife of Cæsar, they should be above suspicion. There is no doubt that there exists in the public mind a certain hesitancy, a certain disposition to believe that things are not quite all right in insurance. . . . I have every reason to believe that, with the strong character of the commission which we have appointed, the inquiry will be thorough and the light of a complete investigation will be thrown upon the operations of the insurance companies. And that is what we want. We want to have the light thrown upon these matters. If there are offenders who should be exposed, or if, on the other hand, as I believe, the administration of the companies is thorough and honest, the truth, whatever it may be, should be known."

**Mr. R. L. Borden, M.P., Leader of the Opposition in the House of Commons:**

Interviewed, Mr. Borden said :

"All classes in Canada rely more or less on life insurance as a provision for those dependent upon them. That anything should be radically wrong in our system of insurance or its administration would be little short of a national calamity. The recent investigation in the United States led us to expect a disclosure of abuses or irregularities in Canada. These have been made apparent in some instances, but nothing has been discovered which would unduly alarm any policyholder, or lead him to abandon his interest in any policy by which he has made provision for his family. The report of the present commission is promised for the next session of Parliament. It will be the immediate business of Parliament at that session to take the report into consideration, and to apply such remedies by means of legislation and supervision as will prevent the future occurrence of the abuses and irregularities which shall then have been exposed."

**Sir Charles Hibbert Tupper, K.C.M.G., says Life Insurance is a Particularly Desirable Investment**

**TUPPER & GRIFFIN, Barristers, Solicitors, etc.,**

**VANCOUVER, B.C., June 8, '06.**

I write at your suggestion to indicate the view I take of life insurance both as a matter of security and from the point of view of investment.

Life insurance is a particularly desirable investment from the point of view of a professional man, as in most cases his business absorbs his attention, leaving him comparatively little time to look properly into personal investments of a more complicated nature. Considered as a security for one's family, I regard it as particularly valuable for people who are receiving a salary or have only a limited income from any source. There is no other method by which a small annual payment will provide with so much certainty such a large amount for persons dependent upon the policyholder.

Yours truly,

**CHARLES HIBBERT TUPPER.**

### Hon. Senator Watson Not Worrying About Results

Hon. Senator Robert Watson, Portage la Prairie, Man., interviewed, said:

"I have always carried life insurance, and am keeping my policies in force and not worrying about the results."

Asked as to the investment and results of his policies, Mr. Watson said: "I take insurance for protection rather than for investment returns. In that, I think, I am like most people. I have had returns from my policies and I suppose they are what they ought to have been. But, even if there were no such returns, so long as life insurance was as solid as that which I believe the regular companies carrying on business in Canada are offering, I would stick to it for the protection it gives."

### Honorable, the Leader of the Opposition in the Senate, says the Investigation Will Make Companies Stronger Than Ever

Hon. Senator Lougheed, Calgary, leader of the Opposition in the Senate, interviewed said:

"I have not read anything in the course of the present investigation that should cause one who has taken out policies of life insurance in an established company to have any apprehension as to their payment. Disappointment may arise as to the anticipated profits, as most invariably is the case, but this is quite distinguishable from the fixed amount stipulated by the contract to be paid.

"The present investigation of the life insurance companies is just such an investigation as is made at times into the conduct of other lines of financial business in which the public have a substantial interest and over which the Government exercises the right of inspection.

"The effect of this must be to remedy abuses that may exist and make the business stronger than ever."

### Ex-Mayor Cooke of Ottawa says no Mixing of Insurance with Politics in Canada

Fred. Cooke, ex-mayor of Ottawa, and Canadian correspondent of the *London Times*:

"The investigation before the Armstrong Committee proved a connection between some of the life insurance companies and one political party in the United States. This seemed to me such an outrageous thing that I wrote to the president of one company in which I am a policyholder protesting against money partly contributed from outside the United States being devoted to the political affairs of that country. I believe it is not even suggested that any money of Canadian companies has been devoted to political campaign funds. Any other abuse that may exist, as for instance, too high an expense rate, or anything of that kind, is an evil within the business itself, and can easily be dealt with. The results of the present investigation must be to strengthen and improve our life insurance system."

### Forceful Words From One of Canada's Leading Divines

PARSONAGE ST. JAMES METHODIST CHURCH,  
205 MANCE STREET,

MONTREAL, June 21, 1906.

In reply to your favor of 19th inst., I may say that I am a firm believer in the principles of life insurance properly applied. I know of no method to-day by which men, whose income is a salary, can better provide for old age or against the privations which often follow the removal by death of the bread-winner of the home than by a carefully selected insurance policy taken out at an early age. It combines provision for all emergencies with a safe and profitable investment of a small amount every year. I hold it to be a duty imposed upon every true man to make provision for his family, and I know of no better plan by which such provision can be made than in this way. I have always advocated this amongst my friends, and practised it myself. Methods are so numerous and the whole system so varied, that a plan may be selected to suit every case. He is guilty of neglect who

fails to secure himself against loss when the opportunity of doing so is always at hand. The determination of the Government to see that the protection offered is genuine, is one that commends itself to every thoughtful mind. "Wild cat speculations" in stocks and "haste to get rich" investments have no place in a system that proposes to protect the homes of this country. A well-regulated insurance company doing business carefully and honestly, making no promises that are not kept, and holding out only those inducements which can be realized, is an institution worthy of a place amongst those which make for the prosperity of the nation and the welfare of the individual.

W. R. YOUNG.

#### **A Serious Public Calamity if Life Insurance Could Not be Depended Upon**

J. G. O'Donoghue, Toronto, Counsel for the Trades and Labor Congress of Canada, interviewed, said:

"Life insurance is being more and more resorted to by workingmen for the protection of those dependent upon them in case of their own removal by death. If life insurance could not be depended upon to give results, it would be a serious public calamity. A great deal of indignation has been expressed by working people because it has been proven before the New York investigating committee that some of the companies had used their funds to contribute to a political party. That is an abuse that cannot be tolerated. It seems to have been proven, however, that the American companies are financially sound, and, presumably, the Canadian investigation will result in an equally good showing for the companies carrying on business in Canada."

#### **A Leading Business Man in Montreal a Firm Believer**

MONTREAL TRANSPORTATION COMPANY, LIMITED,

GRAIN AND GENERAL FORWARDERS,

J. A. CUTTLE, MANAGING DIRECTOR,

MONTREAL, QUE., June 21, 1906

I am a firm believer in the necessity of life insurance for all classes, except possibly for the very wealthy. But the public should be protected by thorough Government inspection, and a law passed that will safeguard the nature of investments made with the money belonging to the policyholders, and I feel sure that the recent investigation made by the Governments both here and in the United States, will tend to awaken sufficient interest to prevent a repetition of the reckless expenditure which has heretofore too largely prevailed.

J. A. CUTTLE.

#### **A Prominent Banker's Views**

THE SOVEREIGN BANK OF CANADA.

OFFICE OF THE 2ND VICE-PRESIDENT AND GENERAL MANAGER.

MONTREAL, June 20, 1906.

Referring to your enquiry regarding the general subject of life insurance, I beg to state that in my opinion—with the exception of a few abnormally wealthy individuals—every man should carry a certain amount of life insurance. It affords protection to his family, as well as to his business, and is a source of satisfaction to himself.

There are two things that I have long believed every man should have. First, a savings bank account, and secondly, a life insurance policy. The man who has both of these, even to a moderate extent, can fearlessly look the world in the face.

D. M. STEWART.

#### **From One of Nova Scotia's Best**

RHODES, CURRY & CO., LIMITED,

N. CURRY, PRESIDENT,

AMHERST, NOVA SCOTIA, June 26, 1906.

Referring to life insurance investigations that have lately been held in Canada and the United States, it seems a great pity that these very necessary house cleanings in life insurance cannot take place without scaring so many of the policyholders, and the worst of it is,



that those who have dropped their insurance, need it much more than those who hold on. The well-informed man knows that while there have been some large irregularities in the management of some of the American companies, and some small departures from strictly correct management in some of the Canadian companies, that practically all the companies are adding steadily to their assets, and are in a vastly better position than they were ten years ago. And now that the companies that were extravagant are being placed on an economical basis, life insurance must surely be a better and safer investment than ever before. I believe that life insurance is the safest and the surest way that a man can provide for the future of his family, and I would strongly advise any who have allowed policies in regular life companies to lapse, to at once take steps to have their insurance put in force again. And it seems to me that the managements of the insurance companies, being largely responsible for the scare, should reinstate all old policyholders upon payment of past due premiums.

NATHANIEL CURRY.

**President of Board of Trade of Ottawa a Believer in Insurance of Every Kind.  
Life Insurance in Canada Stronger than Ever Before**

MR. DENNIS MURPHY, President of the Ottawa Board of Trade, President of the Ottawa Transportation Company:

Interviewed, Mr. Murphy said: "Believe in life insurance? Yes, and in every other kind of insurance. Without the protection that insurance affords, business would be impossible. I have always carried as much life insurance as I could afford to pay for, and have seen nothing concerning the companies carrying on business in Canada that would cause me to change my plans. No man of sound business judgment, who could use life insurance before the present investigation, would think of doing without it now that the investigation is taking place. Defects in the working of the system may have been shown, but those defects can be corrected, and it is in order to correct them that the investigation has been held. Life insurance in Canada is stronger to-day than it has ever been before."

**Strong Endorsation From One of Canada's Leading Wholesale Merchants**

TORONTO, July 9, 1906.

I consider it the duty of every business man to protect his business and his family by adequate life insurance in an A1 company, the best company he can get. We all insure against fire, which may never occur. Why should we, therefore, neglect to insure against something that is bound to fall to the lot of us all? I consider life insurance in an A1 company the best security a business man can have, and a security which should not be delayed a moment if he is able to obtain it.

J. MACDONALD.

**Hon. Senator McMullen says the Laws of Canada Carefully Guard the Rights of  
Policyholders**

Interviewed, Hon. Mr. McMullen said: "No system or institution of our modern life enables the ordinary man to provide protection for those that are dependent upon him as certainly and as easily as does life insurance. It would be a pity, it would be a national disaster, if any considerable number of our people failed to keep themselves protected because of the present excitement with regard to this subject. As to the investigation into the management of life companies in Canada, that was made necessary by the revelation in the United States of the methods followed by some companies there in handling the funds entrusted to them by their policyholders. I am glad that the investigation has taken place. It assures the continued stability of the companies carrying on business in Canada and shows that the laws of our country carefully guard the rights of the policyholders. There has not been in fifty years in Canada a case of a stock life insurance company failing to meet its obligations. This is a splendid record. The keen competition of recent years among life companies has led to the adoption of rebates on first premiums as a means of securing business. This is not a sound system, and, even though rebates have been paid out of accumulated

profits, it would be much better if the law provided against the continuance of this system. It might be well, also, in the interest of the policyholders, that a strict audit of each company's business should be made by government officials, all audits and annual statements to be under oath. The investments of the companies should be confined to annual revenue-earning securities—speculative securities of every kind being barred. At least, this should be the case with regard to the companies' reserves. They might be allowed greater latitude with their surplus funds. In any case, the directors should not be allowed to invest the money of the company in stocks in which they are personally interested."

**"Every Man Should Carry Life Insurance," says President McNaught**

THE AMERICAN WATCH CASE CO. OF TORONTO, LIMITED,

TORONTO, June 13, 1906.

In reply to your inquiry as to my views on life insurance, I may say very briefly that in my opinion life insurance is something which every man should carry. In fact I would regard it as criminal for a married man, who is not absolutely independent of fortune, to be without adequate life insurance.

I would also venture the opinion that the primary necessity in life insurance, is absolute security. Cheapness is only a secondary consideration, and a few dollars more or less should never be allowed to stand in the way when security is in question. No man can afford, nor would he desire, to leave the future of his loved ones dependent upon the problematical or speculative success of any insurance company.

In regard to the amount of insurance which one should carry, it must depend entirely upon his circumstances in life. As a general rule, however, I would say that every married man should endeavor to carry enough insurance to ensure his wife and family occupying, as nearly as possible, the same position as during his life-time, even if he has to sacrifice some comforts to do so.

W. K. McNAUGHT.

**A Prominent Halifax Merchant says Young Man's First Duty is to  
Buy Endowment Life Insurance**

H. W. WENTZELL & Co., Wholesale Grocers and Tea Importers, Barrington:

HALIFAX, N.S., June 8, 1906.

From observations extending over many years, I have come to the conclusion that about the first duty for a young man is to buy as much endowment life insurance as he can carry, for I have seen two different kinds of calamities befall many people who might have had insurance and yet failed to carry any. First, I have seen young men squander their money and then in a time of need have nothing to fall back upon; and, secondly, I have seen dependent ones left destitute because the bread-winner was not thoughtful enough to provide them the protection which life insurance affords. Protection, of course, is the chief purpose of insurance, and every young man should think enough of and for those who may now or later be dependent upon him, to secure enough to make the battle of life less stern should he be called upon to leave them. This, I think, is so self-evident that it needs no elaboration. But the beauty of *endowment* insurance is that it not only provides protection, but, in a good company, is an investment as well. From my own experience of such insurance, I should say that the insurant gets, first, protection to the amount of the face of his policy, and then the sum he has paid in during the endowment period plus a sum equal to the interest on that amount at something more than the bank rate. So endowment life insurance not only provides adequate protection, but is a sort of compulsory saving system—a man can't help saving money when he invests in such policies. To my mind, insurance accomplishes a great deal when it makes young men thrifty, for thrift seems to be one of the hardest lessons young men have to learn. I am aware that some will say, that they can make more out of their money than by investing it in this way. I admit that *shrewd* young men can probably do so, but I emphasize the word "*shrewd*," because I find there are very few to whom this adjective can be applied. And, anyway, even the *shrewd* young man should have some endowment insurance, for he will be *sure* of that, and when he has enough, then he can

consider whether he will engage in legitimate speculations with whatever other surplus he may have. If I were starting life over again with the knowledge that experience has taught me, I would buy more endowment insurance than I have had. And now I would advise every young man to carry as much endowment insurance as his circumstances permit, and even if he thinks he can, after he has a certain amount, do better in some legitimate speculations, I would advise him to try more insurance instead, for insurance in reliable companies is a *sure* thing, and outside of it shrewdness often fails.

HOWARD W. WENTZELL.

### No Uncertain Words From the Bench

COUNTY JUDGE'S CHAMBERS,

BRANTFORD, June 12, 1906.

Life insurance for a man of moderate means brings more peace to the soul than any other form of investments. There is always present the feeling that you have protected the family as far as you could afford in case of death, and now, under systems in vogue, if you live an income is getting ready for your old age.

Keeping up your insurance gives you more happiness in spending the balance of your income, because you feel you have first done your duty.

A. D. HARDY.

### Far Away Yukon Testifies

ALFRED THOMPSON, M.D., M.P., Yukon Territory, Dawson City, interviewed, said:

"As a result of the investigations in the United States and Canada into the methods of carrying on the business of the large life insurance companies, there seems to be a panicky feeling among policyholders as to the future of life insurance and the value of their present policies. This has led, in a number of instances, to lapse of policies through non-payment of premiums. I think this is unwise and unwarranted. I am heavily insured in one United States company, and less so in one Canadian company. Both of these companies have been under the limelight, but I am still going to pay my premiums. I may not get as much profit on my investment as they wanted me to think I would, but I have not the slightest doubt that I shall get a fair return on my money—they are both endowment policies—and be well insured all the time. I am satisfied that the bona fide companies have enough assets to settle all claims, and that the recent investigations, instead of weakening these assets, will make them stronger, for from now on I expect to see the business better administered.

ALFRED THOMPSON."

### Secretary Stewart a Firm Believer

CANADIAN MANUFACTURERS' ASSOCIATION,

TORONTO, June 4, 1906.

I quite endorse your effort to stimulate the development of life insurance on correct principles and on an absolutely sound basis. Life insurance is much too serious and important in all its relationships to human affairs to warrant any uncertainty of its efficacy or reliability. It is equally as important that no lack of confidence should be shown by the average policyholder, arising from the enquiries now being conducted by the Royal Commission, that would result in the discontinuance of a single policy.

J. F. M. STEWART,

Secretary Canadian Manufacturers' Assn.

### Life Insurance a Necessity to All Classes

DALE & Co.,

MONTREAL, July 3, 1906.

In my opinion life insurance is a necessity to all classes. The working classes need it. It is all very well to say that they find it hard enough to get along without any extra expense, but how much harder would the family find it should the breadwinner be removed by death, and no life insurance to fall back upon. It is needed by the middle classes, as by the payment of the first premium an estate is created of a magnitude that could not be accomplished by a man of moderate means in any other way



It has been well said that the man of moderate means finds it harder to get along in this world than the laboring classes or the wealthy, as it is absolutely necessary for him to keep up a good appearance. A small portion of his income should enable him to provide for his family through a life insurance policy in case of his death, and leave the balance of his income for him to live on.

The comparatively wealthy man is probably the hardest to convince that life insurance is a necessity. He can, no doubt, invest his money in enterprises that will bring larger returns than life insurance if he lives, but who knows how long he will live, and a small portion of his money invested in life insurance would give a larger return than any other investment to his family in case of his death and would give a very fair return in the event of his living until the maturity of his policy.

Life insurance stimulates thrift, as the assured knows he has to pay a certain amount at a certain time and in probably ninety-eight out of a hundred cases the indebtedness is met. I carry all the life insurance possible at the present time, and have every intention of increasing it as time goes on, and can heartily endorse it to all.

WALTER L. DART.

### **A Chief Superintendent of Education Endorses Full Stability of Companies**

EDUCATION OFFICE,

FREDERICTON, N.B., June 12, 1906.

I have followed with care the proceedings of the Commission recently appointed to inquire into the management of Canadian insurance companies. None of the evidence that I have seen has revealed any irregularity of a character to cause reasonable anxiety as to the stability of the companies whose affairs have been under review.

Managers may have in a few instances erred in judgment in regard to certain investments, but there is no evidence of intentional dishonesty on the part of directors or managers, and no serious loss has resulted from bad investments. It would be unwise for policyholders to allow their policies to lapse because of apprehension as to the financial soundness of the companies.

J. R. INCH,

*Chief Supt. of Education for New Brunswick.*

### **A Well-Known Crown Official Recommends Life Insurance**

COUNTY CROWN ATTORNEY'S OFFICE,

BRANTFORD, June 12, 1906.

My view in regard to life insurance is that a policy in any of the leading life insurance companies of Canada will prove a very good investment for any young man desiring to invest surplus funds, in addition to the fact that a life risk is carried in the meantime.

The annual payment is usually easily made, and if any self-denial is caused it usually proves good discipline for the insurer.

I have no hesitation in recommending life insurance.

A. J. WILKES.

### **Mr. Blue a Firm Believer in the Utility and Economy of Life Insurance**

ARCHIBALD BLUE, Chief Officer of the Census and Statistics Office of Canada:

Mr. Blue, interviewed, said: "You ask if I believe in life insurance? Surely I do, and my only regret is that at my time of life I am not carrying more. I have been reading the reports of the Government Commission, and in my judgment nothing has been brought out yet to alter my opinion on the utility and economy of life insurance. No doubt mistakes have been made, some of them due to carelessness and some to ignorance. But nothing has yet been elicited by the Commission to show a serious condition. Wherever mistakes have been made, they can be mended, and, no doubt, the investigation will have that result. There was a time in our own country and in the United States, thirty or forty years ago, when the business was recklessly carried on—when insurance companies were making so

much money that they were careless how they invested it, and many of them went to the wall. I recall a number of instances where men had been carrying policies thirty to fifty years, only to find, in extreme old age, that their companies had become bankrupt and that all their hopes of leaving a few thousands for widow or children had vanished in air. In practically every case those were American companies, and their failure taught our Parliament a wholesale lesson in trying to make life insurance secure."

#### The Only Means by Which Protection Can be Secured for Dependents

MR. GEORGE S. May, M.L.A., of George May & Sons, Wholesale Leather Dealers,  
Ottawa, Ont.:

Interviewed, Mr. May said: "I have always been a strong believer in life insurance. It is the only means by which protection can be assured for dependents so far as a very large class of our people is concerned. Even if some better system could be invented, it would require many years to bring that system to perfection and make it as widely known as life insurance is known to-day. Errors or shortcomings in the management of life insurance companies are matters for study by the law makers with a view to improving the laws on this subject, and not a reason why any man should give up a policy he now holds or refrain from taking a policy which is offered to him on fair terms. I have no doubt, that, as a result of the investigation and the changes in the law which will be made as a result of it, our life insurance companies will be stronger, more vigorous and more successful than ever."

#### Protects the Family From Want

THE ST. CROIX SOAP MANF'G. Co.,

ST. STEPHEN, N.B., June 5, 1906.

Limited payment premium plan, with annuity payments of sum insured when policy becomes a claim, seem to me makes the ideal protection insurance. This method of paying to the beneficiary insures the investment of the money which is a *strong* protection to the receiver, and thus carries out the theory of life insurance to *protect* from want the family.

J. E. GANONG.

#### "The People of Canada Not Blinded," says a Leading Peterboro Lawyer

R. F. McWILLIAMS, B.A., LL.B., BARRISTER AND SOLICITOR,

PETERBOROUGH, ONT., June 25, 1906.

I have no hesitation in saying that I regard life insurance as a necessity. It affords a reserve of safety and protection which ought to be the first consideration before any man engages in business ventures the success of which is, in almost every case, not wholly in his own control. I am glad to see that the attacks on the methods of many of the companies have not blinded the people of Canada to the value of insurance nor stopped the progress of the Canadian companies.

R. F. McWILLIAMS.

#### A Policy of Life Insurance Should Issue with Every Marriage Certificate

J. HUGH PEATTIE, MANUFACTURERS AGENT,

MONTREAL, June 28, 1906.

How one's opinions change! A little over twenty years ago, when a party began to talk to me about life insurance, I would not listen even long enough to find out what company he represented. But when I got into business and found how essential to one's success at times fire insurance was, and how necessary in many respects towards business credit, I began to think how foolish it was to act in such a set way, and to wonder if it would not be well to get a little insurance on my life, in case of my going into partnership with a young lady. When I got this far it did not take me long to make inquiry as to a good company, then I asked the agent to be sent around, and took out a policy which, I am glad to say, became a "paid-up policy" last year. Since then, as opportunity opened up, I have taken out policies as I thought I could meet the payments, for I have felt if I could not spare a

little of what money I am able to make for this purpose, if I were carried off, what would my wife and family do?

I might say that I am so much impressed with the benefits of life insurance to feel that I would like to see a law enacted, so that when one went to get a marriage license, or to get "called in church," that he had to show his insurance policy as a proof that he intended to not only take care of his wife while living, but that he had made provision for at least a small amount for immediate wants should he be called away suddenly.

Many a person has been helped, by having a paid-up policy when he required a little money to carry some effort through to success.

One might possibly save and invest in profitable ways, but how often they turn out the other way, and if one has a premium to meet there is generally provision made for it. To sum up, I do some travelling, not so much as I did years ago, but when on the train I think I sleep much better and rest more quietly, knowing that if an accident happens and it is my last trip, I have both life and accident insurance that will not leave those I leave behind without some assistance to help them bear the burdens of life. Trusting this may encourage some one to insure.

J. HUGH PEATTIE.

Forceful Words from a Roman Catholic Clergyman

ST. PETER'S CHURCH (R. C.)

572 Bloor St. West,

TORONTO, June 28, 1906.

My attitude towards life insurance is just what it was, namely, I am convinced that it is one of the most necessary and laudable of our modern institutions. A life insurance policy is to my mind a policy of industry and sobriety; hence I am always glad when I hear that a young man of my flock holds such a policy, in these days, when there are so many attractions (and I am speaking only of those of an innocent character) each offering special inducements for the spending of money. I regard life insurance as the brake which keeps men from travelling at too fast a pace, and averts disaster at the close of the journey. To say that life insurance is as important to society as the air brake to a train, is not to my mind an exaggeration.

Anent the recent investigation, one point which I regard as of the utmost importance has not, as far as I can see, received due prominence from the press. Illegal transactions have been uncovered. But in some cases, at least, these transactions were the result of narrow laws—laws unduly restricting freedom of investment—laws passed ere our present commercial expansion was dreamed of. It is anything but fair to dwell on some features of the recent investigation and to leave considerations such as I have mentioned altogether out of sight.

I trust that the upshot of the examination now going on will be a comprehensive and generous measure of legislation which will clear the air and leave life insurance all the stronger because of the few dead twigs which have been swept away.

L. MINEHAN.

A Prominent Montreal Physician says, "Heirs Receive Insurance Money at Once,  
and in Cash"

WESTMOUNT, June, 1906.

There is one feature of life insurance that has greatly impressed itself on my mind, and which ought to be remembered by those who have the responsibility of a family to protect, viz.: That on the death of the bread-winner, the heirs receive the insurance money "at once and in cash." This is an important factor, when the chief support of the family is taken away. Medical men often see the advantage of this feature of investing the savings of the household. Many families are comfortable and prosperous, while the father lives, because through his personality his business is a profitable one. When he dies the business is frequently worth very little, and this little cannot be turned into cash to advantage. This fact should be remembered by the multitude.

J. A. HUTCHINSON, M.D.



## Prominent Brantford Citizen Insured for Over Thirty-five Years

THE BEAVER OIL AND GAS CO., LIMITED,

BRANTFORD, June 12, 1906.

Have been insured in different companies for over thirty-five years, and firmly believe that life insurance in good solid companies is one of the best investments that anyone can procure. Believe that every young man should have his life insured for some amount, as life is very uncertain, and history shows that the amount of money paid by insurance companies to those who are left behind has been a great benefit to them and to the world.

EDWARD L. GOOLD.

## No System on Earth Devised to Offer Better Protection and Provision

LUCAS & SIMS,

MONTREAL, June 28, 1906.

I do not believe that any system on this earth has been devised to better protect the individual or to benefit and provide for the bereaved on the death of their bread winner, than that of life insurance. About nine years ago, I obtained from one of the leading Canadian companies, a policy for \$2,000. After considering the subject, I decided that insurance policies on my life were the best provision I could make, under all circumstances, for the support of my family in case of my death. I then secured another policy for \$3,000, and subsequently another for \$5,000 on the 15-year endowment plan. Furthermore, so thoroughly was I impressed with the benefits of life insurance, that I had my three sons insured for \$1,000 each.

Although born in England, I am now a Canadian, and have every confidence in Canadian insurance companies. They are doing good service to the public and the latter should recognize the same.

A. T. LUCAS.

## Insurance Now Placed on a High Standing in Confidence of Canadian Public

G. W. HALL, PHYSICIAN, SURGEON, ETC.,

LITTLE BRITAIN, QUE., June 16, 1906.

The manifold blessings accruing to society and individuals from life insurance, are apparent every day. The result has been that the realm of mere conjecture has been removed, and insurance is now placed on a high standing in the confidence of the Canadian public.

Personally, I have every confidence in life insurance, not only as a protection to our families but as a good sound investment, so much so that I have placed a number of thousands on my life.

I would strongly advise everybody of a sound constitution to place some insurance on his life as a family protection, and as a thoroughly sound investment.

G. W. HALL.

## Short But to the Point

TREASURER'S OFFICE,

BRANTFORD, June 12, 1906.

TO WHOM IT MAY CONCERN:

I am a strong believer in life insurance, and my experience from an investment standpoint has been satisfactory.

ARTHUR K. BUNNELL.

## Outspoken Testimony of Prominent Divine

MONTREAL, June 27, 1906.

I have been asked—as one altogether outside the ranks of those engaged in the life insurance business—to write a few words of personal commendation, endorsing life insurance generally.

I have in the course of my ministry come in contact with good, earnest people who object to the whole plan of such insurance—who have scruples of conscience against the idea of

attempting to take the future of their dear ones into their own hands, and thus demonstrating a want of real faith and trust in divine Providence. It is not difficult to prove to such people that the logical outcome of this position strikes a blow at the whole validity of ownership of property or money, and their transmission from one generation to another—surely an act recognized and approved in Holy Writ.

Apart altogether from its "protection" (a very important part of it)—a life insurance policy is about the best and safest "investment" which the average man can make.

Many sad cases of real want and abject poverty—arising from failure to provide just such needed provision, which have come under my own observation—have led me to speak, and, as in this case without any invitation from yourself, to write earnestly in the interest of insurance. Especially do I urge action upon the minds of young men who are just entering into the responsibility of family life.

Much has appeared in the press about the dishonesty of life insurance administration, and many have had their confidence upset by this. While a certain proportion of these reports may be true, almost entirely in the case of foreign companies, I feel every satisfaction as a Canadian in saying, that, in my opinion, anyone contemplating insurance, can with confidence place their investments with any of the larger Canadian companies and be sure of receiving honest treatment.

If this testimony, freely given, should be of help to any who are seriously considering the question of providing for the future comfort of their dear ones, I shall feel amply repaid.

FRANK CHARTERS,  
*Rector of St. Simon's Church.*

#### **An Able Physician Thinks Business of Companies Will Increase**

LINDSAY, June 26, '06.

There is no reason why the companies doing life insurance in Canada should not increase the amount of new business in 1906 over that for previous years.

The recent investigations in United States companies and Canadian companies give the policyholders of Canadian companies a security and confidence in the reliability of our Canadian companies, and a further assurance of a wakeful Government supervision.

I have as much confidence in a Canadian life insurance company as I have in a Canadian chartered bank, and I unhesitatingly give both my patronage.

F. BLANCHARD, M.D.

#### **A Member of the Press a Firm Believer in Insurance and the Stauchness of Insurance Companies**

THE PETERBOROUGH EXAMINER,

PETERBOROUGH, ONT., June 28, 1906.

I have a very firm belief in the wisdom and advantages of life assurance. I regard it as the best practicable way for persons especially of moderate means of providing for a man's family or dependents, when his contribution to their maintenance is withdrawn by death. So far as Canadian assurance companies are concerned, and in the light of recent investigations, it is a safe investment; it compels the practice of thrift and saving. No other form of saving money can compare in the way of safety, and giving a feeling of certainty in the event of death, with that which is practically compelled by life assurance.

F. R. YOKOME.

#### **Helpful, Inspiring Words From a Leading Merchant Down by the Sea**

E. K. SPINNEY, Hardware and Iron Merchant,  
YARMOUTH, N.S., June 12, 1906.

"A good deal of attention has been given the past few months in the public press to the unfortunate conditions surrounding some of the larger life insurance companies of the United States. It is well that the widest publicity be given to the irregular methods employed by the management of these companies, and it is imperatively necessary that the legislative

bodies of each and every country should enact and enforce laws which will give to the policy-holders full and ample protection.

"Many a business man has been assisted over financial difficulties by the existence of a life insurance policy, which his bankers are always willing to accept as good and sufficient collateral for temporary loans.

"The comfortable and happy homes of the departed husband and father, whose recognition of his responsibilities prompted him to avail himself of the protection extended by life insurance companies, are the best monuments that could be raised in their honor, and no stronger argument could be brought forward to establish the virtue of life insurance."

E. K. SPINNEY.

#### Editor of the Vancouver World Speaks

Hon. C. W. Higgins, editor of *The World*, Vancouver, B.C., ex-speaker of the British Columbia Legislature, and a literary man of eminence, author of "The Mystic Spring," and "The Passing of a Race," is among those whose letters on the subject of life insurance were received too late for use in our Anniversary Number. The statement of Hon. Mr. Higgins is so particularly strong and convincing that it is given here in full:

"In reply to your inquiry as to my opinion of life insurance I beg to say that I have always been a great believer in the principles of life insurance, and with the flight of years my convictions have been deepened. Indeed, I can hardly see how modern civilization could be maintained with the science of life insurance eliminated. Primarily, as protection is a necessity to all men, nothing can take its place. I have personally known many instances where bread-winners, having insured their lives, left policies which, when realized, were sufficient in amount to maintain their wives and children in comfort, sometimes in luxury, for the remainder of their days. There are hundreds of instances in this province which might be cited as examples. An insurance policy in a good reliable life company is the best conceivable method for providing for one's family. It is preferable to a savings bank because the profits are larger and the security is as good. As an investment, life insurance has been a Godsend to multitudes of people the world round. I fully endorse the statement made by a British Columbia judge some time since, that "in my opinion life insurance has done more for the human family in the last fifty years than any other science or invention."

I wish all honorable men who are engaged in the great work of life insurance every success

D. W. HIGGINS.



PUBLISHED BY W. B. CAMPBELL  
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Toronto

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 21

Published by the Imperial Life Assurance Co'y of Canada

(15-10-06)

## "To-Morrow"

Procrastination, Irresolution, Languidness, Weakness of Character: these are the milestones on the broad road that leads over the precipice of failure called "To-morrow."

How many Imperialites can honestly say that the word "to-morrow" has not interfered with their lives? A thing which has no real existence; a day which you may never see, is "to-morrow." Yet how often you wait for that day which will never be here!

You should begin some new work, and you think you will begin it—"To-morrow."

You ought to canvass a certain person for insurance, and you think you will do so "To-morrow."

"To-morrow" is the soft lounge on which the weak human will lie down to rest.

Scores of Imperialites say every day, "I mean to work harder and write more business. I will begin 'to-morrow.'"

There is no need to spin out into words an analysis of the world-wide "thief of time."

Take this for your motto: "I shall not think of to-morrow, for to-morrow may never come. My only possession is to-day, and I will do all I can in it. I shall be found at work 'To-day.'"

Wrapped up in the word "To-morrow" is to be found the cause of most failures. The man who acts on the principle of "Do it now" will reach his desired goal long before the man who habitually defers until "To-morrow" shall have started.

Imperialites—Use the present for its full worth, for "To-morrow" will steal your time and rob you of success.

**Be Alert—Get Busy—Do it Now.**

## Selection of Life Risks and How Agents May Help.

In "The Life Insurance Educator," there appeared recently a very valuable article under the above heading by Dr. F. L. B. Jenney, Medical Director of the Federal Life Insurance Company of the United States. Believing that his paper should prove of interest and assistance to our representatives, we propose reproducing it in the next two or three numbers of the AGENTS NEWS. The article begins as follows :

"It is the Medical Director's aim to make a just and proper selection ; and to this end he calls to his aid all possible assistance, whether from agent, examiner, actuary or inspector. No case is turned down except after mature deliberation. Notwithstanding the care shown in the selection of risks, life companies have experienced an unreasonably high death rate during the first two policy years, particularly from tuberculosis or consumption. The Mutual Life compiled its mortality record from 1843 to 1898, inclusive, and found that among young lives, aged 25 to 30 years, who died of tuberculosis, 30 per cent. died during the first two policy years. In spite of the careful Home Office selection, companies find that their loss from tuberculosis equals, or even exceeds, the percentage of loss in the general population. Tuberculosis costs the "Old Line" companies alone at least \$9,000,000 annually, and this tremendous loss is for the greater part absolutely unnecessary, and due to the admission of persons already infected. In a general way 10 per cent. of all losses that are paid are on policies that have been in force less than one year.

It has always been my opinion that the greater part of the selection of the risks should be made by the agent, and that only probably insurable risks should be taken before the examiner. Of course, fine-looking subjects are now and then rejected because of some physical impairment, but such cases are comparatively few in number.

To assist agents in selection of suitable risks, I desire to place before them a few facts and ideas that I think will be found useful.

These suggestions I have divided into occupation, height and weight, reputation, habits, general appearance, the gait, personal history, family history and previous rejections.

**OCCUPATION :** The rules laid down in the rate book should be carefully studied and followed. No "prohibited risks" should be written until the case has been submitted to the Home Office, with full particulars regarding the risk, and permission received to have the prospect examined. Prospects engaged in hazardous occupations should only be written in accordance with the instructions as laid down in the rate book.

In stating an applicant's occupation in the application, I request that you use only definite and explicit terms, such as will give the exact nature of the occupation. General terms, such as Merchant, Salesman, Manufacturer, Clerk, etc., should be avoided. If an applicant is engaged in the liquor traffic,



he should be made to state whether wholesale or retail, and whether or not there is a bar on the premises, and whether he tends bar, even if only occasionally. This is also true of restaurant, cafe and hotel proprietors. Very recently we received an application which stated that the subject for the insurance runs a restaurant. The inspection developed the fact that he is a saloonkeeper, and that the only restaurant attached to the place is a free lunch counter. This application was taken for a Five Year Convertible Term and Life Policy, and the agent was advised to secure an application for a Ten or Fifteen Year Endowment Policy, or the medical expense would be charged to him.

Inquiry should also be made as to whether or not the applicant intends changing his occupation, or intends travelling or residing outside the temperate zone, and information should be given the company.

**HEIGHT AND WEIGHT:** Permission must be obtained from the company before an applicant is examined who exceeds the limit of weight allowed to a man of his height and age. This also applies to any applicant weighing 225 pounds or more, irrespective of his height.

Generally speaking, if a man be thickset, hard, muscular, and big boned, his personal and family history above suspicion, his habits temperate and his digestion good, his waist measurement less than that of his chest, he may safely be allowed a margin of from 20 per cent. to 25 per cent. above the standard weight. Anything more should call for special rating or endowment policies.

Dr. George R. Shepard, of the Connecticut Mutual; Dr. J. W. Fisher, of the Northwestern Mutual, and Dr. O. H. Rogers, of the New York, working independently and deriving their information from three different sources, found a mortality in overweights of 40 per cent. in excess of standard or select lives. Each one of these companies has been endeavoring to pick out only the best of the overweights, and each one has met with just about the same success. Dr. Rogers, in his paper, concluded "that any company that accepts risks on lives 25 per cent. or more overweight, is going to have a high mortality among those lives, and such mortality will occur whether those overweights are insured on life tables or on endowment tables, and in spite of the care shown in their selection."

Dr. Shepard stated that light weights were poor risks for the following reasons:

1. They are abnormal, and die short of their expectation.
2. They are prone to develop tuberculosis and nervous diseases.
3. They are frequently underfed and overworked, and are frequently of a very nervous temperament, and so wear out more quickly than men of ordinary build.

Overweights are poor risks, because—

1. They are abnormal.
2. They are prone to develop heart and kidney disease, apoplexy and premature hardening of the blood vessels.
3. They are peculiarly liable to diabetes and rheumatism.
4. They take insufficient exercise and eat heartily, as a rule, and frequently are intemperate in the use of stimulants, particularly of malt liquors.
5. They succumb easily to accidents and surgical operations.

It would thus appear that at the present time this class of lives is regarded with more dread than ever before, and that in the case of heavyweights, particularly, future ratings will be less liberal than those of the past."

### The Future of Life Insurance in Canada.

"While the fact is, I believe, not very generally recognized, it still in my judgment is true, not only that the business of life insurance has in the past year received a larger amount of advertising and publicity than has ever before been accorded to any other business, but that **the result of this advertising, injurious and disturbing as it may have been at the moment, will prove ultimately most beneficial.** Taken as a whole, and notwithstanding the distortion of facts which has taken place, and the fallacy and unsoundness of the views expressed and the remedies suggested by so-called reformers, who are perhaps well-meaning, but entirely incompetent through lack of knowledge of the business to contribute anything of value, the truth is that to-day the people of the United States have **a clearer idea of the merits and value of life insurance than they ever before possessed.** The better they understand this business, and the more convinced they become of the secure basis upon which it is conducted, the easier it will be, after pending readjustments have taken place and the excitement of the present has died down, for the trained insurance salesman to meet large success in his chosen vocation.

"One of the most significant results of the events of the past year has been the demonstration to everyone of the absolute stability and security of old line insurance. There is no other business in the land which could have withstood assaults such as those directed at life insurance during the past year, and come out of them with its strength unimpaired."

These words form part of an address delivered before the Boston Underwriters Association. While addressed originally to United States agents, they apply with equal force to the situation now existing in Canada. Without doubt the ultimate result of the present agitation will be beneficial. When affairs return to their normal condition, life insurance is likely to be better conducted, more widely appreciated, more clearly understood and more truly popular than ever in the past.

The present is not the only crisis which the institution of life insurance has met and weathered safely. About thirty years ago the life companies in the United States encountered a period of financial stress which resulted in the failure of a large number of companies. The following extract from the *Insurance Monitor* of February, 1878, gives a vivid description of the situation :—

“ For more than two years the press of the whole country has rung with the stories of life insurance failures. A war more relentless and cruel in its effects has seldom been waged against any commercial interest ; nor seemingly with greater cause. Public confidence in the business has everywhere been shaken to its depths. Courts, officials and legislators have been driven by the prevailing sentiment into an organized crusade against it, and this ill-starred movement has entailed a greater loss than all the previous company failures that have ever taken place in the history of American life insurance. The greatest danger to life insurance just now is not depreciated securities nor excessive expenditure, nor fraudulent management ; it is blind legislation, official interference and loss of public confidence. The policy-holders' worst enemies are their professed friends, who lend aid in denouncing, without knowledge or discrimination, the maladministration of the business.”

The crisis described above was more serious than the present one, inasmuch as the very solvency of the companies was then called in question, and public confidence in the security of life insurance was badly shaken. During the worst of the present troubles, no one has even ventured to insinuate a doubt regarding the safety of life insurance. The agents of thirty years ago had a far more difficult task in restoring public confidence than confronts the life insurance agents in Canada to-day. The leading companies of the Dominion, after a searching examination, have been shown to be capably and honestly conducted. The defects by which the business has been previously handicapped, and among which rebating stands conspicuous, will undoubtedly be removed. What is needed now by the life companies and their agents is continued faith, hope, optimism, and a redoubling of their efforts to bring the public to a true appreciation of the benefits of life insurance.

### Prompt Settlement.

HALIFAX, N.S., Aug. 17th, 1906.

J. C. Gass, Esq.,

Prov. Manager Imperial Life Assurance Co.,

Halifax, N.S.

DEAR SIR,—I am to-day in receipt of the Company's cheque for \$1,000, being the amount of Policy held in your Company on the life of my late son, Dr. D. G. Campbell, for which I am obliged, and in acknowledging same, I wish to thank you for the promptness shown in this case, cheque having been issued from the Head Office immediately on receipt of claim papers. It shall always be my pleasure to speak a good word for the Imperial when the opportunity offers.

Yours very truly,

D. A. CAMPBELL.



## Re the Honor Roll.

The West Indian agencies are well to the fore this month, Jamaica having captured first place on both Honor Rolls. Mr. J. A. Benjamin did particularly well. His "total premiums" exceeded those of any three other workers.

The District and Provincial Managers put their shoulders to the wheel in earnest last month. Messrs. Wallace, Andrews, Shaw, Taylor, Springer, Gass, Turner, Cooke, Manton and Hart all figured prominently in September's business.

Neither Mr. Crysdale nor Mr. Israel Taylor has missed a month in 1906 so far.

## Honor Roll "A" for September, 1906.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed:—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked:—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll.
J. A. Benjamin, Jamaica, B.W.I. . . . .	\$16,500	1	\$914.35	1	4
J. S. Wallace, Winnipeg, Man . . . . .	12,000	2	378.60	2	5
Dr. D. Lowrey, Toronto, Ont . . . . .	10,000	3	268.45	3	7
A. W. Ross, Winnipeg, Man. . . . .	7,000	4	223.40	4	8
S. F. Flatt, Fort William, Ont . . . . .	6,000	5	213.55	6	3
H. B. Andrews, Stratford, Ont . . . . .	6,000	5	183.00	9	7
A. McN. Shaw, Montreal, Que. . . . .	6,000	5	162.00	11	4
J. W. Ney, West Indies . . . . .	5,500	8	213.45	7	5
C. A. Crysdale, Winnipeg, Man . . . . .	5,500	8	179.20	10	9
Israel Taylor, London, Ont . . . . .	5,500	8	155.00	13	9
W. E. Kerr, Toronto, Ont . . . . .	5,000	11	214.95	5	2
F. B. Springer, Vancouver, B.C. . . . .	5,000	11	197.75	8	5
J. C. Gass, Halifax, N.S. . . . .	5,000	11	159.45	12	6
C. M. Turner, Calgary, Alta . . . . .	5,000	11	151.85	14	7
J. B. Cooke, Kingston, Ont . . . . .	5,000	11	61.00	15	4

## Honor Roll "B" for September, 1906.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
Manton & Hart, Jamaica, B.W.I. . .	\$9,500	1	\$529.50	1	3
J. E. Mayers, Bridgetown, Barbados. .	3,000	2	172.30	2	2
D. Pattullo, Dawson City, Yukon . . .	3,000	3	67.20	3	1

## Leaders of Honor Roll "A" in 1906.

January . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	\$33,500
February . . . . .	C. A. Crysdale, Winnipeg, Man . . . . .	21,500
March . . . . .	Beaudoin & Champagne, Montreal, Que . . . . .	14,500
April . . . . .	J. F. Best, Brandon, Man . . . . .	14,000
May . . . . .	J. A. Robinson, St. John's, Newfoundland . . . . .	50,000
June . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	16,000
July . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	15,000
August . . . . .	C. M. Turner, Calgary, Alta . . . . .	29,000
September . . . . .	J. A. Benjamin, Jamaica, B.W.I. . . . .	16,500

## Leaders of Honor Roll "B" in 1906.

January . . . . .	R. E. Brett, Victoria, B.C. . . . .	\$7,500
February . . . . .	P. P. Pickering, Trinidad, B.W.I. . . . .	8,500
March . . . . .	P. P. Pickering, Trinidad, B.W.I. . . . .	14,000
April . . . . .	J. McGeer, Vancouver, B.C. . . . .	6,000
May . . . . .	J. McGeer, Vancouver, B.C. . . . .	5,000
June . . . . .	J. K. Pickett, Toronto, Ont. . . . .	5,000
July . . . . .	H. Poulin, Montreal, Que. . . . .	3,000
August . . . . .	J. E. Mayers, Bridgetown, Barbados . . . . .	8,000
September . . . . .	Manton & Hart, Jamaica, B.W.I. . . . .	9,500

## Standing of Agencies, September, 1906.

1. West Indies	Kingston	17. Sault Ste. Marie
2. Head Office	10. Edmonton	Orillia
3. Winnipeg	Ottawa	Bracebridge
4. Montreal	Stratford	Hagersville
5. Vancouver	13. Halifax	Brockville
6. Fort William	14. Regina	22. Newfoundland
7. St. John	Belleville	Charlottetown
Calgary	16. London	

## Pointed Paragraphs.

“By the streets of by and by one arrives at the house of never.”—*Cervantes.*

Procrastination is the thief of time; year after year it steals till all are fled, and to the mercies of a moment leaves the vast concerns of an eternal state. At thirty, man suspects himself a fool; knows it at forty, and reforms his plan; at fifty chides his infamous delay, pushes his prudent purpose to resolve; in all the magnanimity of thought, resolves and re-resolves, then dies the same.—*Young.*

“Man is not the creature of circumstances. Circumstances are the creatures of men.”—*Disraeli.*

“Dress has a moral effect upon the conduct of mankind. Let any gentleman find himself with dirty boots, old surtout, soiled neckcloth and a general negligence of dress, and he will in all probability find a corresponding disposition in negligence of address.”—*Sir J. Barrington.*

“How,” said one to Sir Walter Raleigh, of whom it was said he “could toil terribly,”—“how do you accomplish so much, and in so short a time?” “When I have anything to do, I go and do it,” was the reply.”

“The most trifling actions that affect a man’s credit are to be regarded. The sound of your hammer at five in the morning, or nine at night, heard by a creditor, makes him easier six months longer; but if he sees you at a billiard table, or hears your voice at a tavern when you should be at work, he sends for his money the next day.”—*Franklin.*

“Agents who ask a man to take insurance never get the application, but the solicitor who presents life insurance not as one who would seek a favor, but as a strictly business proposition, submitted by one business man to another, and points out clearly and convincingly the need for and the benefits thereof, secures the signature to the dotted line.”—*Life Insurance Educator.*

“Talent is the capacity of doing anything that depends on application and industry; it is a voluntary power while genius is involuntary.”—*Hazlitt.*

“There is but one good fortune to the earnest man. This is *opportunity*; and sooner or later opportunity will come to him who can make use of it.”—*David Starr Jordan.*

“I hold it truth with one who sings  
To one clear harp in divers tones,  
That men may rise on stepping-stones,  
Of their dead selves to higher things.”

—*Tennyson.*



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 22

Published by the Imperial Life Assurance Co'y of Canada

(1-11-06)

## NOVEMBER and DECEMBER

are almost invariably the best months of the year from the life insurance agent's standpoint. Farmers are selling their grain, the Christmas trade is at its busiest, money is circulating freely. Anybody who ever has money to spend has it now. Those who have not money to spend at this season never have it. Therefore take advantage of this busy, happy period of the year and see that at least a fair share of your clients' surplus cash is invested in life insurance.

The old-timers are already alert. During the past few weeks we have noticed that several of the veterans of the Field Staff have been increasing their contributions. They have been through it all a dozen times before. They know well the value of a little extra spurt at this time of the year, and never fail to take advantage of increased opportunities for business-getting. What we want is that all our Field Staff should do likewise. We want every representative, whether in the busy city or the scattered farming community; whether manager or local agent; in Canada, Newfoundland or the West Indies, to enter upon this final campaign with a vim and determination and perseverance that will carry everything before it, and roll up a big total to the credit of The Imperial Life at the close of 1906.

**'Selection of Risks.'** *Second Article.*

**REPUTATION :** Refrain from writing any subject that does not bear a good reputation for honesty and integrity in his community, as no company cares to insure subjects that do not lead clean, moral lives.

**HABITS:** As you all probably know, it is the custom of this and all other conservative companies to inspect each and every applicant, particularly as to his past and present health record, and as to his habits in the use of liquor. The inspection reports as received are often at variance with the information as given in the examination. It frequently has happened that an applicant has stated positively to our Examiner that he does not and never has used liquor to excess, and the inspection has developed the fact that he goes on frequent sprees, drinks all he can stand every day, or has taken a "cure."

Trial applications should be forwarded to the Home Office for consideration on all persons who have at some time used alcoholic liquors or narcotic and pernicious drugs to excess, or have taken the "Keeley" or other liquor cure.

While we do not ask you to spend an unreasonable amount of time in the investigation of your prospect, still we do expect you to be reasonably sure that he is temperate and free from vicious habits.

[This article is a continuation of the paper commenced in the last number of the AGENTS' NEWS. It was written by Dr. F. L. B. Jenney, Medical Director of the Federal Life Insurance Company of the United States, for the *Insurance Educator*. We reproduce it here because it contains much valuable advice and information, which will prove of practical assistance to those agents who take the trouble to study it.]

**Another Example of the Folly of Lapsing.**

MONTREAL, Que., Oct. 26th, 1906.

*T. Bradshaw, Esq., Secretary:*

Re 14605. E. R. S. Annett.

DEAR SIR,—This policy was written by Mr. Lowndes in Jan., 1905, with the premium payable semi-annually. He paid the first year all right, and then let it go. We tried in every way to get him to keep the policy, and got Mr. Lowndes to go and see him and have a talk over it. All the efforts were of no avail, however. Now one of our doctors tells me that he is suffering with tuberculosis of the throat, which has appeared suddenly, and that the chances are he will live only a very short time. He has a wife and one child.

Yours very truly,

A. McN. SHAW,

Provincial Manager.

**The Ordinary Life Policy.**

There is a demand for cheap insurance just now. If the Insurance Investigation has had any result at all, it has been to discourage the high-premium plan. The growing tendency of applicants for insurance to select non-participating contracts and other cheap forms of insurance has been very noticeable, especially during the last six months.

Non-participating contracts are all right in certain cases; for instance, where a man is taking out insurance for business purposes and chooses a term policy or Ordinary Life Non-participating. Such a policy is usually chosen

deliberately on account of the very low annual cost. Another form of insurance would yield better results in the long run, but that consideration in this particular instance is subordinate to the desire to secure the largest amount of insurance possible for a given premium.

As a general thing, participating contracts have been found more satisfactory to the assured than the non-participating; and we would, therefore, suggest that in cases where a client evinces a desire for some cheap form of policy the Ordinary Life plan be submitted in preference to a non-participating plan. For one thing, the premium is lower than the premium under most non-participating policies, and it may be stated, as a general principle, that in almost any good Company a "with profit" policy will give the best results and prove the most satisfactory in the end. The following shows the rate of premium at age 30 under the Ordinary Life "with profits" plan as compared with other common forms of insurance :—

Ordinary Life Participating.....	\$24 25	Ordinary Life Non-Participating ..	\$19 75
20 Payment Life " .....	33 25	20 Payment Life " ..	27 85
25 Payment Life " .....	29 65	25 Payment Life " ..	24 65
20 Yr. Endowment " .....	49 40	20 Yr. Endowment " ..	43 75
25 Yr. Endowment " .....	39 95	25 Yr. Endowment " ..	34 30
30 Yr. Endowment " .....	33 50	30 Yr. Endowment " ..	28 40

In Great Britain the Ordinary Life Policy reigns supreme. At the end of 1905, over 52% of the total insurance in force was on the Ordinary Life "with profits" plan. The method usually followed there is to take the surplus as a bonus addition to the sum assured. In this way, although the premium remains constant throughout life, the amount of the policy keeps steadily growing. The following returns of a few well known companies will give a good idea of the results yielded under this system. The figures are the latest published :—

PLAN, ORDINARY LIFE, ORIGINAL AMOUNT \$1,000, AGE AT ENTRY 30.

COMPANY.	Amount of policy increased by bonuses at end of 40 years.	Average rate of interest earned during last valuation period.
Atlas .....	\$1,718	3.77%
Equity & Law .....	1,929	3.81%
Friends Provident .....	1,751	4.00%
Law Union & Crown.....	1,822	3.98%
Legal & General.....	1,877	4.11%
Scottish Widows' .....	1,868	3.91%
Average .....	\$1,828	3.93%

That is, \$1,828 is the average sum to which a policy originally for \$1,000 has increased by the accumulation of bonuses during 40 years. Suppose the assured under one of these policies desired to surrender his contract at the end of 40 years. He would then be 70 years of age and would have paid 40 premiums of say \$24.25 (The Imperial's rate); altogether \$970. The cash surrender value on the basis of the Hm. 3% reserve would be :—

(a) Cash value of original policy of \$1,000.....	\$633 00
(b) Cash value of bonus addition of \$828 paid-up insurance .....	643 00
Total .....	\$1,276 00

That is, the assured has had insurance protection for 40 years at lowest rates, the insurance gradually increasing from \$1,000 to \$1,828, and in the end the surrender value exceeds the total premiums paid.



It should be remembered that the bonus additions quoted above are results actually realized by British Companies, and that some of the companies have made returns to their policyholders much superior to those given. The premiums charged by those companies are approximately the same as the premiums charged by the Canadian companies, while it will be observed that the rate of interest earned was on the average only 3.93%.

Instead of taking the surplus as a bonus addition to the sum assured, it might be drawn in cash or applied in reduction of premiums. If the latter method is followed the premiums gradually become less and less and finally disappear altogether. In this case the contract really amounts to a Limited Payment Life policy.

There is another aspect that is worth noting. From the policyholder's standpoint the amount *for which he is insured* is equal in any year to the difference between the amount of the policy and the premiums he has paid. For instance, if a man has a \$1,000 policy, under which he has paid \$100 in premiums, he has really re-insured the Company to the extent of \$100, and the net amount of indemnity which his family stands to realize, if his death occurs in that year, is \$1,000 minus \$100, or \$900. On this basis the amount of net insurance afforded by the Ordinary Life policy is for many years in excess of that obtainable under other policies; thus, at age 30:—

DIFFERENCE BETWEEN AMOUNT OF POLICY AND TOTAL PREMIUMS PAID.

	Ord. Life.	10 Pay Life.	20 Pay Life.	15 Yr. End.	20 Yr. End.	25 Yr. End.
Premium ...	\$24 25	\$52 60	\$33 25	\$67 40	\$49 40	\$39 95
1 year ...	\$975 75	\$947 40	\$966 75	\$932 60	\$950 60	\$960 05
3 years ...	927 25	842 20	900 25	797 80	851 80	880 15
5 years ...	878 75	737 00	833 75	663 00	753 00	800 25
7 years ...	830 25	631 80	767 25	528 20	654 20	720 35
10 years ...	757 50	474 00	667 50	326 00	506 00	600 50
15 years ...	636 25	474 00	501 25	.....	259 00	400 75
20 years ...	515 00	474 00	335 00	.....	12 00	201 00

The objection most frequently urged against the Ordinary Life plan is that, according to the terms of the contract, the premiums are to continue during the life of the assured. That is naturally a drawback in the eyes of many people. But, on the other hand, in a good company the surplus returns should always be sufficiently large to overcome this objection. Take for instance the case of the policy considered above, which has been increased by bonuses to \$1,828 (of this \$828 is fully paid up, the other \$1,000 is the original policy). On the Hm. 3% basis this policy could be surrendered, if desired, for a fully paid-up policy consisting of

(a) The paid-up value of the original policy .....	\$815 00
(b) The bonus addition .....	828 00
Total paid up policy .....	\$1,643 00

The assured would thus be enabled to cease paying premiums and still be insured for \$1,643, in return for an investment in premiums of \$970.

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 23

Published by the Imperial Life Assurance Co'y of Canada

(15-11-06)

## Thirty-Nine Days More

With to-day, the fifteenth of the month, we reach the middle of November, and there remain now only thirty-nine working days before the end of the year. Thirteen more days in November, twenty-six in December; only thirty-nine days in all. But by honest and persevering effort on the part of every agent, these thirty-nine remaining days can be made the most productive of the whole year. For frequently it happens that when a man realizes that his time is limited, he will go forth and achieve results which he would never have accomplished had the time at his disposal been less brief.

Men seldom comprehend the full value of the passing hours, until some emergency arises which awakes them to an appreciation of that priceless asset, "Time." Priceless indeed to those who realize its worth, but valueless to those who prize it lightly; one of the few gifts bestowed in equal portions on all mankind, and like all other free gifts of Providence, regarded with carelessness by the multitude. Only those few who rightly estimate its worth and use it to the full can say how much the wise investment of this one asset, "Time," will yield. What makes the difference between one man and another, between the wealthy and the poor, between the prosperous and the unfortunate, between the leaders and the led? Out of all the host of reasons and excuses which men advance, there stands forth one explanation which more than any other affords the key to the successes and failures of life—"These prized their time and used it, those neglected their's." Time, diligently, and constantly employed, will more than compensate for all defects of education, opportunity or even ability; while the most brilliant talents assisted by every favorable circumstance will not avail to lift a man beyond mediocrity if time is lightly thrown away. The oft-quoted words of Gladstone are worthy of being repeated once more, "Believe me when I tell you that the thrift of time will repay you in after life with a usury of profit above your most sanguine dreams; and that the waste of it will make you dwindle alike in intellectual and moral stature beyond your darkest reckoning."



## **The Life Insurance Investigation is Over.**

Yes, the Life Insurance Investigation is over. And what has been the result? The Commission's report is not yet published, but the evidence has all been taken, and the public are in a position to judge for themselves without waiting for the official verdict.

Six months ago, when the Royal Commission was commencing its sittings, there were those who did not hesitate to declare their belief that an examination of the Canadian companies would prove them to be guilty of the worst sins of the New York companies. For months before the Commission was appointed, a portion of the daily press conducted a systematic campaign of vilification and detraction against the various life insurance institutions. The outcome of the governmental enquiry must have been a grievous disappointment to these amiably disposed journals, for, with two or at most three exceptions, the insurance companies were shown to have been so honestly and efficiently conducted that it was impossible, in a searching examination extending back over fifteen years, to discover serious flaws in their management.

Of what other class of business could the same be said? Is there any public or private business concern of any magnitude which could endure an equally inquisitorial examination, involving every book-keeping entry, every asset and liability during fifteen years, every dollar received or expended during that time, and in the end emerge with as clean a sheet as that shown by the great institutions of life insurance in Canada. With the few exceptions mentioned before (and these do not include the Imperial Life) there was not a tittle of evidence to justify the charges of dishonesty, wasteful extravagance, etc., that had been circulated prior to the investigation.

So far as the Imperial Life is concerned, the effect of the investigation was to establish conclusively the Company's claims to absolute security, fair and liberal treatment of policyholders, and honesty, efficiency and economy of management. We have already drawn attention in the AGENTS' NEWS to certain portions of the official evidence which were particularly gratifying to Imperialites. We will attempt to summarize below some of these points which have been dealt with more fully in other numbers.

1. The statement of the Company's affairs as presented by the last balance-sheet proved to be absolutely correct, every asset being found intact and every liability fully provided for. See last Annual Report, where the President, in his address, gives a detailed statement of the Company's assets.

2. The actual mortality experienced by the Imperial Life since its inception has been only 52% of the expected mortality according to standard life tables. The favorable effect of this circumstance on the Company's surplus-earning power is self-evident. (See AGENTS' NEWS, vii, 14.)

3. The Imperial Life since its inception has invested approximately five million dollars in various investments. The average rate of interest realized was 4% in 1897, and has now increased to over 5½%. The actual cash losses during the eight years were only \$4,124.26 or about one-fourteenth of one per cent. of the aggregate amounts invested. The gains (excluding interest) during the



same period exceeded the losses more than eight-fold, or by \$30,722. (See AGENTS' NEWS, vii, 15)

4. From statements prepared for the Commissioners it was shown that of all the life insurance companies organized during the last 35 years, only four secured their business for the first eight years at so low a cost as the Imperial Life. All four of the companies in question were organized more than 23 years ago, when competition was less severe, and expenses were much lower. (See AGENTS' NEWS, vii, 17.)

5. As an instance of the fair and conscientious treatment meted out to the Company's policyholders might be cited the elaborate and careful method of surplus distribution followed by the Imperial Life, a separate account being kept of the surplus pertaining to each policy and the sources from which it is derived. (See AGENTS' NEWS, vii, 16.)

6. Finally, as a supreme proof of the results of the motto adopted by the Imperial Life at the outset, and since steadfastly adhered to, we may refer to the voluntary statement made before the Commission by the junior prosecuting counsel to the effect that not one complaint had been received from a single Imperial policyholder. (See AGENTS' NEWS, vii, 16.)

### "Selection of Risks." Third Article (Concluded).

GENERAL APPEARANCE: In considering this question, your attention is directed to a few points regarding the applicant's physique and general make-up, that may be of considerable use to you:—

1. Does the age as given correspond to his appearance? If not, question him closely, to determine whether he has stated his age correctly.

2. Observe him closely to see whether he is robust, erect, well formed, and of healthful aspect, or whether there are evidences of early decay, or premature baldness and gray hair, early decay of the teeth, wrinkled forehead, careworn expression and stooping shoulders. If any such condition is observed, he should be questioned regarding past and present illnesses, etc.

3. Does he show evidence of injury, or any deformity?

4. Is his breath indicative of the alcohol habit?

5. Is his skin thin, is he pale and has he flushed cheeks, thin features and losing in weight? If so, it is a sign of tuberculosis, and he should be closely questioned and his physician consulted before his application is taken.

6. If his skin is waxy or sodden, he probably is suffering from some form of Bright's disease, and the same course should be pursued as in the foregoing.

7. Dilated capillaries, or blood vessels in the skin, particularly of the face, indicate alcoholism, gout or diabetes, and due care should be observed before the Company is put to the expense of an examination.

8. Eruptions, or sores on the skin, and defects in the cartilage of the nose indicate a possibility of syphilis, and in such cases this disease must be excluded before the examination is made.

9. Deformities of the spine or limbs should be noted, and if existing, the case should be first submitted to the Home Office for consideration.

10. Distorted hand, fingers and feet, due to rheumatism and gout, should also be reported to the office, as also blindness or deafness.

11. Enlarged glands in the neck may be caused by syphilis, tuberculosis or severe anæmia, and their presence should cause you to refrain from writing the application.

**PERSONAL HISTORY:** Some time during your talk with a prospect, and before you have devoted much of your time to him, you should question him as to previous illnesses. The special diseases to be brought out are fits or convulsions, syphilis, chronic hoarseness or cough, spitting of blood, heart or kidney disease, or albumin or sugar in the urine. The admission of any of these conditions should prompt you to further inquiry, and if anything of importance is developed, full information should be sent to the Home Office, and advice received before examination is ordered.

**FAMILY HISTORY:** In the application is a question relating to insanity and consumption in the family, which was placed there to put you on your guard, in order that you may avoid writing prospects with bad family histories. In your rate book, you will observe that the following cases should be submitted to the Home Office on a trial application before an examination is ordered.

1. Persons ten pounds or more under standard weight, whose family history shows consumption.

2. Persons who have lost one parent, or two or more brothers or sisters from consumption, unless applicant is over thirty-five years of age, and resembles other parent or side of the family. Persons with a family history showing two or more cases of cancer, gout, rheumatism, insanity, epilepsy, apoplexy, or other hereditary or constitutional disease.

**PREVIOUS REJECTIONS:** If your applicant at any time has been rejected or postponed, or has been issued a policy different from that applied for, you should question him closely as to the cause thereof. If the failure to secure the policy as applied for occurred within the past three or four years, full particulars regarding the case should be submitted to the Home Office for consideration. If your prospect admits rejection, question him closely as to the cause thereof, and if he is unable to throw sufficient light on the subject, find out, if you can, by whom he was examined, and consult that physician, as he may be able to give you valuable information.

[This article is a continuation of the paper commenced a month ago in the *AGENTS' NEWS*. It was written by Dr. F. L. B. Jenney, Medical Director of the Federal Life Insurance Company of the United States for the *Insurance Educator*. We reproduce it here because it contains much valuable advice and information, which will prove of practical assistance to those agents who take the trouble to study it.]

## The Life Insurance Agent and His Work.

“The life insurance agent is an educator. His mission is not entirely mercenary, as is too often represented. That he is working for himself is true. No occupation is entirely without a tincture of self-interest. It must be so, for it would lose its zest, be shorn of ambition, motive, if some portion of selfishness did not enter into it. Yet, incidental to the fact that he is endeavoring to earn his daily bread, is the other fact that in so doing he is educating his fellow-men in directions which are helpful, not alone to the individual, but to the community at large. A life agent conscientiously pursuing his calling in any community cannot help being more or less successful, and if he succeeds in so impressing a half-dozen, or a score, of individuals that they accept the truths of life insurance, he has not only helped them to a broader light in economics, but has also through them and their ever-widening influences wrought a noble work upon the community in which they live and move. To one who remembers the business of a half century ago, its difficulties and discouragements on account of the dense ignorance of the average man upon the subject of life indemnity, and who now sees the comparatively easy manner in which men are approached and made to grasp the first and underlying principles of the science, it is impossible to doubt that a great work of an educational nature has been wrought upon the public mind by the persistent, tactful contact of the life solicitor.”—*Hartford Life Bulletin*.

## The Opinion of an Outside Critic.

“It is gratifying, albeit it but fulfils our own confident expectation, that the official inquiry into the doings of the Canadian insurance companies has resulted in the virtual acquittal of them from all imputation or suspicion of dishonest dealing, extravagant or reckless administration, and, in short of anything like ‘grafting.’ . . . . . The grosser evils disclosed in the course of the American inquiry have gained practically no foothold among the Canadian companies. Excessive salaries, such as were paid by the large American companies to their chief officials, together with only slightly smaller salaries to the numerous relatives of those officials, are unknown in Canada. Nor can it be said that directors of Canadian insurance companies have used their positions for their personal aggrandisement or to enhance their private fortunes.”—*Insurance Journal, London, England*.

## Pointed Paragraphs.

The royal road to success in the life insurance business is along the highway of persistent industry. Don't wait to catch a ride either. The walking is good.

The ravens fed Elijah, but they will not feed you unless you rake in the commissions.

Business will not go without pushing. Even a wheelbarrow knows that much and practices it.

Study your business thoroughly; don't just skim it over. A wise man has said: “Just remember that when God wants to make an oak He takes 100 years or more, but when he wants a squash He takes six months or less.”



Don't be too positive in argument, for you may need a way of retreat.  
“Dogmatism is puppyism come to full growth.”

The agent who sticks is the one who seldom gets stuck.

Generally an agent fails because he lacks application(s).

It's a wonder more agents are not asked by their prospects how much they are personally insured for and in what companies. If they were, many of them would be cornered. How is it in your case?

To-day will be yesterday to-morrow. Put off nothing in the way of business that you can close to-day.

Some men are born lazy, others achieve laziness—without effort—but no life insurance agent has laziness thrust upon him. There is work in plenty.

Make every day a “moving day.” You will feel better and have more in your pocket.

“Victory belongs to the most persevering.”—*Napoleon*.

“Habit is either the best of servants or the worst of masters.”—*Emmons*.

“Who learns and learns,  
But acts not what he knows,  
Is one who plows and plows,  
But never sows.”

### How He Failed to Make a Sale.

He wasn't neat in his appearance.

He lacked dignity in his bearing.

He used no tact in introducing himself.

He was late in keeping his appointment.

He had a conceited and arrogant manner

He did not believe in his own proposition.

He disgusted his prospect with gross flattery.

He didn't know the fine points of his own goods.

He offended the prospect by undue familiarity.

He made a bitter attack upon his competitor's goods.

He openly ridiculed his prospect's ideas and methods.

He had made no preliminary study of the prospect's case.

He relied on bluff instead of solid argument based on facts.

He got lost in a forest of details, but couldn't stick to essentials.

He had been out with the boys the night before and showed the effects.

He talked too much ; he gave his prospect no chance to explain his needs and position.

He couldn't answer questions and objections intelligently, concisely and convincingly.

He had tried to close his prospect before he had worked him up to a point of conviction.

He lost his nerve because the prospect presented such an unyielding front, forgetting that battles are won by hard rallies at the finish.

He didn't know his business when he made the approach ; didn't talk clean-cut business after he got in ; didn't make it his business to fight all the way through, and didn't do business before he left.

## Honor Roll "A" for October, 1906.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed:—

(1) Joint business is credited one-half to each of the two agents.

(2) The agents are ranked:—

(A) In regard to the amount of new assurance accepted in the month.

(B) In regard to the total annual premiums thereon

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank	Premiums.	Rank.	No. of times on Honor Roll
C. M. Turner, Calgary, Alta . . . . .	\$28,000	1	\$579.45	1	8
J. A. Westman, Regina, Sask. . . . .	12,000	2	416.80	2	3
Dr. D. Lowrey, Toronto, Ont. . . . .	11,000	3	366.70	3	8
A. W. Ross, Winnipeg, Man. . . . .	10,000	4	284.80	4	9
J. H. Macabe, Toronto, Ont. . . . .	7,000	5	262.15	5	1
F. B. Springer, Vancouver, B.C. . . . .	7,000	5	256.55	6	6
C. A. Crysdale, Winnipeg, Man. . . . .	6,000	7	234.00	7	10
F. B. McRae, Charlottetown, P.E.I. . . . .	6,000	7	161.05	9	1
Harry Proctor, Toronto, Ont. . . . .	5,000	9	193.00	8	1
J. C. Gass, Halifax, N.S. . . . .	5,000	9	153.10	10	7
J. S. Wallace, Winnipeg, Man. . . . .	5,000	9	135.25	11	6

## Honor Roll "B" for October, 1906.

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
R. E. Brett, Victoria, B.C. . . . .	\$11,000	1	\$491.50	1	2
J. Coxford, Pembroke, Ont. . . . .	7,000	2	199.80	2	2
J. E. Mayers, Bridgetown, Barbados. . . . .	3,000	3	195.00	3	3
C. L. Hanington, Dorchester, N.S. . . . .	3,000	3	117.90	4	1

## Leaders of Honor Roll "A" in 1906.

January . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	\$33,500
February . . . . .	C. A. Crysdale, Winnipeg, Man. . . . .	21,500
March . . . . .	Beaudoin & Champagne, Montreal, Que . . . . .	14,500
April . . . . .	J. F. Best, Brandon, Man. . . . .	14,000
May . . . . .	J. A. Robinson, St. John's, Newfoundland. . . . .	50,000
June . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	16,000
July . . . . .	Dr. D. Lowrey, Toronto, Ont. . . . .	15,000
August . . . . .	C. M. Turner, Calgary, Alta. . . . .	29,000
September . . . . .	J. A. Benjamin, Jamaica, B.W.I. . . . .	16,500
October . . . . .	C. M. Turner, Calgary, Alta. . . . .	28,000

## Leaders of Honor Roll "B" in 1906.

January.....	R. E. Brett, Victoria, B.C.....	\$7,500
February.....	P. P. Pickering, Trinidad, B.W.I.....	8,500
March.....	P. P. Pickering, Trinidad, B.W.I.....	14,000
April.....	J. McGeer, Vancouver, B.C.....	6,000
May.....	J. McGeer, Vancouver, B.C.....	5,000
June.....	J. K. Pickett, Toronto, Ont.....	5,000
July.....	H. Poulin, Montreal, Que.....	3,000
August.....	J. E. Mayers, Bridgetown, Barbados.....	8,000
September.....	Manton & Hart, Jamaica, B.W.I.....	9,500
October.....	R. E. Brett, Victoria, B.C.....	11,000

## Standing of Agencies, October, 1906.

1. Head Office	Regina	13. Orillia
2. Calgary	8. St. John	14. Kingston
3. Winnipeg	9. West Indies	15. Guelph
4. Vancouver	10. Halifax	16. Stratford
5. Ottawa	Charlottetown, P.E.I.	17. Peterboro' County
6. Montreal	12. Edmonton	Newfoundland

## Re the Honor Roll.

Was *your* name on the Honor Roll last month? If not, why not?

**Mr. Crysdale** is now the only representative who has attained the Honor Roll each month during 1906. Mr. Crysdale deserves a great deal of credit for his achievement, and we are counting on him to maintain his record to the end of the year.

The name of **Mr. Israel Taylor**, District Manager at London, Ont., is absent from the Honor Roll, for the first time, we believe, since he joined the Company. We regret to announce that Mr. Taylor is at present suffering from a severe attack of typhoid. His many friends will unite in hoping for his speedy recovery.

Will *your* name be on the Honor Roll this month? If not, why not?

**Mr. C. M. Turner** again leads Honor Roll "A" by a goodly margin. He was also leader in August, besides having been near the top on other occasions.

**Mr. J. A. Westman** is a good man in the West all right (no pun intended).

**Mr. Harry Proctor** makes his first appearance on the Honor Roll this month. Unless we are greatly mistaken, he is there to stay.

**Mr. R. E. Brett's** contribution included a neat \$10,000, which was very acceptable. We have always had a strong partiality for these \$10,000 applications. Wish more of the field staff shared our tastes!

Now that you have finished reading the **AGENTS' NEWS**, go out and close that application.



# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 24

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(1-12-06)

## DO IT NOW

There is an inherent tendency in all men to postpone work whenever possible, particularly if the work happens to be unusually hard or disagreeable. We are all prone to select the easy task for performance first, in preference to the difficult one. And when this occurs more than once, and when the difficult or disagreeable duty has been several times postponed, we are sometimes brought face to face with the fact that the process of procrastination has been too often repeated, and that we have missed a valuable opportunity.

The simple and obvious remedy is given at the head of the last paragraph. "Do it Now." Get rid of that "streak of laziness" which sometimes handicaps you even as it handicaps nearly every man. Tone up your moral fibre by doing some things that you should do but don't like to do. If there are several things to be done, and one of them particularly hard or uncongenial, select that one first. Do the hard things first and do them now.

'Tis the Secret of Success.

## THE TYRANNY OF FEAR.

“ Fear, more than anything else, stands in the way of personal success. If we could rise above our fears there is scarcely anything which we could not accomplish. We fear many things,—public opinion, our own incapacity, the effect of certain acts upon our interests and relations with other people. We fear to do things which are unusual because they may set us apart from the rest of the world. It is this fear which holds us back from real success. Courage is absolutely essential to those who would achieve results; not physical courage, but moral bravery which enables a man to strike out for himself in face of all opposition, to stand for the confidence and conviction which are within him, even though he has the support only of his own faith. If we can but conquer fear the fight for success is virtually won.”

## Team Work.

There are two principal parts to a canvas for life insurance. One is in finding prospects and opening up the subject, the other is closing them. Unquestionably most men are more proficient in one of these directions than in the other. Since this is so and each is indispensable, it naturally follows that if two men, one having the ability to do the initial work and the other the knack of closing, would work together, it would result in a most efficient kind of team work. Each would then have the opportunity to devote his whole time to getting results in the direction in which he is most effective.

Most of the big producers work on this plan, and there is no apparent reason why a modification of their methods cannot be adopted by others with equally good results in proportion to ability. Many of the large closers of business spend little or no time in doing preliminary work, they employ salaried men to locate persons who have the proper qualifications to take life insurance. It is also a helper's duty to acquire as much information regarding them as possible. This is properly tabulated and furnished to the employer together with an actual date in many cases for an interview. The expert “ autograph collector ” is thus able to spend practically all of his time in closing up cases.

Any salesman who feels that he is particularly strong in one of these features of the work and weak in the other will no doubt find it most advantageous to look for and co-operate with another representative of his company whose ability runs in the opposite direction. If the combination is wise, and it is found that they can work harmoniously the chances are that it will result in increased returns for both. Some cases will be found in which they can interview prospects together, and in many others the man who does the initial work will get the necessary information and make a date for his co-worker. The direct results would probably not only be increased as a result of each doing the work in which he was most proficient, but they would likely be still further augmented on account of each being able to give the other suggestions as to the best procedure.



In practice the plan has proved feasible, but all such arrangements must be carefully scrutinized before they are adopted. Each member of the "team" must pull his weight. There are many lazy solicitors who would like to fasten themselves to an energetic team mate, and this is the great danger to be avoided. When the team mates, however, are both experts in their particular fields there can be no doubt of the superiority of the co-operative canvass.

—*Life Insurance Educator.*

### **Words from the Sages.**

"Good habits are the best magistrates. Like flakes of snow that fall imperceptibly upon the earth the seemingly unimportant events of life succeed one another. As the snow-flakes gather, so our habits are formed. No single flake that is added to the pile produces a sensible change. No single action creates, however it may exhibit a man's character. But as the tempest hurls the avalanche down the mountain and overwhelms the inhabitant and his habitation, so passion, acting on the elements of mischief which pernicious habits have brought together, may overthrow the edifice of truth and virtue."—*Bentham.*

"Used with due abstinence, hope acts as a healthful tonic; intemperately indulged, as an enervating opiate. The visions of future triumph, which at first animate exertion, if dwelt upon too intently, will usurp the place of stern reality; and noble objects will be contemplated, not for their own inherent worth, but on account of the day dreams they engender. Thus hope, aided by imagination, makes one man a hero, another a somnambulist, and the third a lunatic, and all enthusiasts."—*Stephen.*

### **Prominent Policyholders.**

The following is a list of prominent policyholders who have recently joined the ranks of the Imperial Life. Men of all professions are among them, lawyers, manufacturers, merchants, farmers, financiers, ranchers—and still they come.

<i>Name.</i>	<i>Address.</i>	<i>Occupation.</i>	<i>Amount.</i>
W. A. Churton...	Vancouver, B.C.....	Accountant.....	\$ 5,000
J. C. Thomson.....	Calgary, Alta .....	Rancher .....	5,000
S. Fischel .....	Montreal, Que.....	Tobacco Merchant.....	5,000
F. W. Clark.....	Calgary, Alta .....	Farmer .....	5,000
D. M. McConkey.....	Toronto, Ont .....	Real Estate Broker.....	5,000
H. Grant. ....	New Liskeard, Ont.....	Railway Contractor .....	5,000
J. Grand.....	Toronto, Ont. ....	Stationer.....	5,000
W. O. Tassie.....	Winnipeg, Man .....	Manager .....	5,000
H. H. Abbott .....	Calgary, Alta....	Freight Agent .....	5,000
S. D. Stewart.....	Cobalt, Ont.....	Mining Engineer.....	5,000
E. Clayton.....	Vancouver, B.C.....	Merchant.....	10,000
J. W. Pyke.....	Montreal, Que.....	Iron & Steel Merchant.....	10,000
A. Devine.....	North Bay, Ont.....	Contractor .....	5,000
J. C. Grosch.....	Milverton, Ont.....	Secretary Treasurer .....	5,000
F. M. Slade.....	Montreal, Que.....	Supt. Accident Co.....	5,000
A. W. Shiels.....	Catalla, Alaska.....	Accountant.....	10,000



# **Prominent Policyholders—Continued.**

<i>Name.</i>	<i>Address.</i>	<i>Occupation.</i>	<i>Amount.</i>
B. E. Johnston.....	Straford, Ont.....	Mgr. Benson Johnston Co.....	5,000
D. Roberts..	Montreal, Que.....	Mgr. Can. Typewriter Co.....	5,000
A. Reid .....	Winnipeg, Man.....	Prov. Mgr. Royal Victoria Life..	5,000
C. T. Bullen.....	Chicago, Ill.....	Insurance Manager .....	5,000
D. J. Dewar.....	Calgary, Alta.....	Real Estate Agent.....	5,000
J. S. A. Whealy .....	Toronto, Ont.....	Tea Merchant .....	6,000
C. T. Harvison .....	Hamilton, Ont.....	" "	6,000
J. W. Elliott.....	" "	" "	6,000
A. A. Dick.....	Calgary, Alta.....	Real Estate .....	10,000
E. L. Mitchell.....	Barbados, B.W.I.....	Merchant .....	5,000
A. R. Geen .....	Vancouver, B.C.....	Accountant.....	5,000
H. B. Wills .....	Toronto, Ont.....	Broker .....	10,000
C. V. Bergh.....	Winnipeg, Man .....	Electrician.....	8,000
A. Bennett.....	Calgary, Alta .....	Real Estate Broker .....	5,000
S. A. McMurtry .....	Montreal, Que.....	Treasurer Ogilvie Flour Mills Co.	6,000
S. H. C. Martin.....	Gananoque, Ont.....	Bank Clerk.....	5,000
H. R. Harrison.....	Montreal, Que..	Manufacturer.....	10,000
D. McCallum .....	Fort William, Ont.....	Contracting Plumber.....	5,000
G. D. Rice.....	Pense, Sask..	Farmer.....	5,000
A. F. Low.....	Seattle, Wash.....	Merchant.....	5,000
K. M. Pringle.....	Jamaica, B.W.I.....	Planter.....	5,000
C. F. Bullen.....	Chicago, Ill.....	Insurance Manager .....	5,000
J. S. Trench.....	Jamaica, B.W.I.....	Planter.....	5,000
W. J. Evans.....	New Liskeard, Ont.....	Implement Agent .....	5,000
G. Hamilton.....	Neepawa, Man.....	Cattle Buyer .....	10,000
J. M. Pringle.....	Jamaica, B.W.I.....	Planter .....	5,000
J. M. Wessel.....	Regina, Sask.....	Real Estate Dealer.....	5,000
W. L. Mackie.....	Pembroke, Ont.....	Clerk.....	5,000
J. S. Kane..	Seattle, U.S.A.....	Merchant Tailor .....	5,000
M. McNaughton....	Calgary, Alta.....	Gentleman .....	20,000
M. MacGregor.....	Toronto, Ont.....	City Mgr. Erie R.R.....	7,000
F. C. W. Lowes.....	Calgary, Alta.....	Real Estate Agent .....	5,000
W. C. Charters.....	Toronto, Ont.....	Builder and Contractor.....	5,000
D. R. Ker.....	Victoria, B.C .....	Pres. of Milling Co .....	10,000
W. J. Kent.....	Bathurst, N.B.....	Merchant.....	5,000
F. J. Green .....	Calgary, Alta.....	Grocer .....	10,000
S. S. Ritchie, Jr.....	New Liskeard, Ont..	Farmer & Contractor .....	7,000
F. J. Fisher .....	" " "	Mine Owner.....	5,000
S. D. Eplett.....	" " "	Hardware Merchant .....	5,000
R. K. Russell .....	Pembroke, Ont.....	Civil Engineer.....	5,000
G. McA. Boyack.....	Trinidad, B.W.I.....	Manager Estate .....	5,000
A. R. Ibbotson.....	Beresford, Man.....	Farmer .....	5,000
A. J. Ralston.....	Toronto, Ont.....	Mgr. Assurance Co .....	5,000
J. O. Sampson .....	Montreal, Que.....	Fur Dresser.....	5,000
G. F. Cane.....	Vancouver, B.C.....	Barrister .....	5,000
E. G. E. Ffolkes....	Toronto Junction, Ont.....	Manufacturer.....	10,000
C. A. Morris.....	Westwood, Man.....	Photographer .....	5,000
W. A. Lethwaite....	Winnipeg, Man .....	Real Estate Broker .....	5,000
A. A. A. L. Debuc. .	" "	Barrister .....	5,000

# THE IMPERIAL LIFE AGENTS' NEWS

Vol. 7, No. 25

Published by the Imperial Life Assurance Co'y of Canada

(15-12-06)

## THE HOME OFFICE,

15TH DECEMBER, 1906.

### *To the Company's Representatives:—*

*In the two weeks that remain between to-day and the close of 1906 the best results of the year should be accomplished. The time is short, but it is long enough if every man will only put his shoulder to the wheel and do his share. Success depends on united effort. Let no one think that because his contribution is small it is not worth while. Every little helps. If each man among the Imperial's 300 representatives would write only \$1,000 extra in December, it would put December \$300,000 in advance of previous months. Let that be the aim of every Imperialite—to make December exceed his best previous month by at least \$1,000. You can do it if you try.*

*To each and every member of the Imperial's staff I wish a merry Christmas and a happy New Year.*

*J. Bradshaw*

Secretary.



## Proceedings of Toronto Insurance Institute.

Along with this number of the AGENTS' NEWS we are sending to most of our representatives in Canada a copy of the Proceedings of The Insurance Institute of Toronto for the Session 1905-1906.

There are several articles in this volume that are worthy of attention. To those of our representatives who have ever given any attention to accounting, the paper on page 44 dealing with "A System of Life Insurance Book-Keeping and Office Records" will prove of interest, as showing the advanced stage which the science of Head Office accounts has reached. The paper in question was written by a member of the staff of the North American Life, but the system described is practically identical with that employed in the Head Office of our own Company.

On page 148 is given the now well known paper on "Investments of Canadian Life Offices," by T. Bradshaw, F.I.A., which most of our representatives have already had an opportunity of perusing in pamphlet form. Another feature of the proceedings which will be of special interest to Imperialites is the article on "The Past, Present and Future of Life Insurance," (page 193), written by Mr. L. K. File, B.A., A.I.A., head of the Policy Department of the Imperial Life. This paper was awarded the prize offered by the Insurance Institute for the best essay upon the above mentioned subject. It is well worth a careful perusal, and although several very technical subjects are touched upon, it is so written that none of our agents should experience any difficulty in following it throughout.

### "Security."

When a sensible man insures his life (as all sensible men do) his utmost care is exercised in the selection of a Company that is **safe**. Security is the prime requisite. A company that is not safe violates the first and fundamental principle of insurance, *for it does not insure*. Therefore, the man who is wise seeks, first and foremost, a company on which he can rely.

Guard against the error of supposing that a company is strong, simply because it is *big*. Mere "bigness" counts for nothing. It is just as likely to be a source of weakness as of strength. You have often seen an overgrown, weak-kneed giant whose languid carriage and shambling gait showed unmistakably that his growth had outstripped his strength. In the same way, some insurance companies, in their eagerness to attain colossal dimensions, have disregarded other considerations of far greater importance. They may be bigger than their competitors, but nevertheless inferior in financial strength and profit-earning power.

For instance, if there be two business concerns; one with 10,000 shareholders, \$12,000,000 assets and \$10,000,000 liabilities; the other with 1,000 shareholders, \$1,500,000 assets, and \$1,000,000 liabilities; it is not difficult to see that the second company is in a stronger and more prosperous condition than the first, although the first is larger.



The largest company, therefore, is not always the strongest. On the other hand, it is usually wisest not to insure in a very small company. A very small company is more apt to be adversely affected by sudden fluctuations of mortality, losses on investments, etc., than its larger rivals. Moreover if a company is very small, it usually points to obtuseness, lack of energy, or some other fault on the part of its managers.

The question naturally arises, then, What are the best tests of strength in a life insurance company? We shall endeavor to suggest several.

**TEST ONE.** The Dominion Government exercises a supervision over the affairs of life insurance companies, and has fixed a minimum standard of reserve, to which every life company is obliged to conform or else be declared insolvent. The funds of a *strong* company should easily suffice to maintain this reserve on policies and annuities which is required by law. The Imperial Life, not only maintains this reserve, but has *voluntarily* set aside an *additional reserve*, which at the last valuation amounted to approximately \$152,000.

**TEST TWO.** A strong life insurance company should be able to set apart the Government Reserve without impairing its capital. There are many companies that are not equal to this test. A young life insurance company, unless exceedingly well managed, can scarcely hope to meet the first few years of its existence without impairing its capital to some extent. That is to say, if the business written is not able to pay for itself, the company is obliged to encroach on its paid-up capital. It is a remarkable fact that the Imperial Life is the *only company* out of the fourteen companies incorporated in Canada during the last 24 years, *that has never had an impairment of capital*. Not only has the Imperial Life never had an impairment of capital, but at its last valuation (although maintaining its reserves on an unusually stringent basis) it was able to keep its capital intact and *show a net surplus over and above all liabilities of \$188,431.11*.

**TEST THREE.** If a large portion of a company's capital has not been paid up, this adds greatly to the company's strength, for it constitutes a guarantee fund which could be drawn upon if necessity arose. The Imperial Life has a subscribed capital of \$1,000,000, of which \$450,000 is paid up. This leaves \$550,000 additional for which the shareholders are liable, and that amount could be called for in case of emergency. It does not cost the policyholders anything, and at the same time adds greatly to their security. The total funds available for the policyholders' protection may be summarized as follows :

Reserve (Government Standard).....	\$1,912,099
Additional reserve . . . . .	152,000
Paid-up capital.....	450,000
Net surplus.....	188,431
Uncalled capital.....	550,000

Total protection for policyholders .....\$3,252,530

The Imperial Life, therefore, affords to its policyholders security to the extent of \$3,252,530 ; whereas its liability to policyholders, according to Government standards, is only \$1,912,099. In other words, the Company provides security of over \$170 for every \$100 of liability to policyholders.

**TEST FOUR.** A strong company should be able to show from year to year, in all departments, not a spasmodic, but a steady progress. The table given below proves that the Imperial Life fulfils this criterion also.

Dec. 31st.	Net Premium Income.	Interest, Dividends, etc.	Total Cash Income.	Reserves.	Assets.	Assurance in Force.
1897.....	\$ 32,060	\$ 5,356	\$ 37,416	\$ 38,426	\$ 336,248	\$ 1,185,725
1898.....	154,947	12,464	167,411	180,761	677,062	4,169,125
1899.....	296,617	24,906	321,523	434,112	930,443	7,134,625
1900.....	258,883	35,969	294,852	597,488	1,102,092	9,226,350
1901.....	308,030	52,151	360,181	798,785	1,344,128	10,524,731
1902.....	409,277	71,952	481,229	1,102,531	1,660,777	13,384,119
1903.....	493,781	83,385	577,167	1,428,637	2,013,888	15,408,442
1904.....	597,419	99,466	696,885	1,768,706	2,404,941	17,672,050
1905.....	680,798	119,237	800,035	2,064,099	2,828,534	19,672,664

**TEST FIVE.** A strong company should show signs of careful scrutiny in the selection of risks. This is most important, because laxity in this regard will soon make itself felt in increased death losses. A company that finds difficulty in securing new insurance will often be tempted to accept doubtful risks rather than lose the business. On the other hand, a *strong* company will not be exposed to the same temptation to entertain questionable risks, because if it declines one application, it is able without difficulty to secure others. As a proof that the Imperial Life has kept aloof from unreasonable anxiety to obtain business at any price, we may mention the fact that this Company, on the average, declines about one out of every ten proposals submitted to it. As a result of this firm and moderate policy, the death claims since the Company's inception have been only 50.2% of those that were to be expected according to standard tables of mortality.

**TEST SIX.** A company that is extravagantly managed can never be strong. The Imperial Life has always regarded economy of administration as of prime importance, and much of its success is no doubt due to that fact. For instance, in the last insurance year (1905), the Company after meeting all expenses, including death claims, cash surrender values, cash dividends to policyholders, etc., was able to add to its funds more than 52% of its total income for the year.

There are other tests that might be mentioned, but the most important of them are included in the above category. Judged by every standard, the Imperial Life possesses manifestly all the characteristics of a *strong, safe* company. It's motto has been from the outset, "**First and Paramount, Absolute Security to Policyholders.**"



## This is the Right Way to Talk.

*The Imperial Life, Toronto.*

EDMONTON, Alta., Nov. 9th, 1906.

### **Re Application D. N. M.**

GENTLEMEN,—Your favor of 2nd inst. to hand, and I regret very much that you could not accept this party. I will have to hustle this month and get some good business, which I trust will more than cover this loss.

Yours sincerely,

C. D. ROGERS.

The above letter was written by Mr. Rogers, our Edmonton representative, in reply to a communication from Head Office informing him that the Insurance Committee had decided to decline the application referred to. The application was, on the face of it, a good one, and involved an annual premium of some \$200. We have not the slightest doubt that the rejection of this risk was a severe disappointment to Mr. Rogers, and very naturally so. But instead of getting out of temper or wrangling with the Medical Department, Mr. Rogers sat down and wrote the above very manly and sensible letter—then went out and hustled for business. We are pleased to be able to say that he got it too, and in spite of his previous hard luck he missed the Honor Roll only by a very narrow margin.

### If at First You Don't Succeed.

The things that can't be done are growing fewer. Not so many years ago mile-a-minute trains were impossible. Now they are common, and we are confidently awaiting transportation at 200 miles an hour. If telegraphic messages can be sent across the world without wires, what is impossible? If Mr. Tesla had said, "It can't be done," he never would have done it. He never would have tried. Once upon a time a man wrote to his friend: "I'm in the hole, and you've just got to help me out or I'm stuck." The friend replied: "Sorry I can't help, but if you're in a hole that you can't get out of, I'm coming to see the hole—it must be a wonder." Oh, yes. He got out. But according to all theory and reason he should not have been able to do it. It was one of the things that couldn't be done, and if he believed it couldn't—he wouldn't. If a thing looks as if it can't be done—look again. Try.—*Four-Track News.*

### Quotations—Read These and Then Act on Them.

"Do you wish to become rich? You may become so if you desire it in no half-way, but thoroughly. Do you wish to master any science or accomplishment?—Give yourself to it and it lies beneath your feet. This world is given as the prize for the man in earnest; and that which is true of this world, is truer still of the world to come."—*F. W. Robertson.*

"We all have two educations—one from others, and another, and the most valuable, which we give ourselves. It is this last which fixes our grade in society, and eventually our actual condition in this life, and the color of our



fate hereafter. All the professors and teachers in the world would not make you a wise or good man, without your own co-operation ; and if such you are determined to be, the want of them will not prevail."—*John Randolph.*

"Do not put off until to-morrow that which can be done and requires to be done to-day. Without an adherence to this rule business will never be done in an easy manner, but will always be in arrear."—*George Washington.*

"Each succeeding day is the scholar of that which went before it."—*Publius Syrius.*

"From the errors of others, a wise man corrects his own."—*Publius Syrius.*

"Idleness is the bane of body and mind, the nurse of naughtiness, the chief author of all mischief, one of the seven deadly sins, the cushion upon which the devil chiefly reposes, and a great cause not only of melancholy, but of many other diseases ; for the mind is naturally active, and if it be not occupied about some honest business, it rushes into mischief or sinks into melancholy."—*Burton.*

"What men want is not talent ; it is purpose ; in other words not the power to achieve, but the will to labor."—*Bulwer.*

"Sloth makes all things difficult, but industry makes all things easy."—*Franklin.*

"No man properly occupied was ever miserable."—*Z. E. Landon.*

"The one prudence in life is concentration ; the one evil is dissipation."—*Emerson.*

"The weakest living creature, by concentrating his powers on a single object, can accomplish something. The strongest, by dispensing his over many, may fail to accomplish anything. The drop, by continually falling, bores its passage through the hardest rock. The hasty torrent rushes over it with hideous uproar and leaves no trace behind."—*Carlyle.*

"For want of self-restraint many men are engaged all their lives in fighting with difficulties of their own making, and rendering success impossible by their own cross-grained ungentleness ; whilst others, it may be much less gifted, make their way and achieve success by simple patience, equanimity and self-control."—*Smiles.*

"A life insurance policy is a will which requires no lawyer to make, and which no lawyer can break."—*Mrs. P. B. Harvey.*

"Great talents, such as honor, virtue, learning, and parts are above the generality of the world, who neither possess them themselves, nor judge of them rightly in others ; but all people are judges of the lesser talents, such as civility, affability, and an obliging, agreeable address and manner, because they feel the good effects of them, as making society easy and pleasing."—*Chesterfield.*

"Show us the man who never makes a mistake, and we will show a man who never makes anything. The capacity for occasional blundering is

inseparable from the capacity to bring things to pass. The only men who are past the danger of making mistakes are the men who are asleep at Greenwood."—*H. L. Wayland.*

## Re the Honor Roll.

**Dr. Lowrey** again claims first place by a goodly margin. His \$1,338 of premiums stands out well in the premiums column. **Mr. C. M. Turner** is a good second with a round \$20,000 of business. Two \$10,000 applications were his contributions for the month. We do like these \$10,000 applications.

**Mr. W. G. Reburn**, of the Head Office staff, achieved a long-cherished ambition when he "went up head" on Honor Roll "B." Unfortunately this month there was nobody to compete with him, so he had it all his own way. He had a very neat 10-Year Endowment for \$10,000.

**Mr. Flatt**, of Fort William, sent in some very good business in November.

**Messrs. Wallace and Ross** are Winnipeg's delegates to the Honor Roll this time. What happened to **Mr. Crysdale**?

**Reid**, of Smith's Falls, and **McDermid & McHardy**, of Nelson, B.C., are names that used to figure pretty frequently on Honor Rolls of other years. This year they were absent for the first ten months, only to bob up serenely in November. We welcome the wanderers back to the fold.

## Honor Roll "A" for November, 1906.

This Honor Roll records the monthly new business of those representatives who devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$5,000 and over. The following rules are observed:—

- (1) Joint business is credited one-half to each of the two agents.
- (2) The agents are ranked:—
  - (A) In regard to the amount of new assurance accepted in the month.
  - (B) In regard to the total annual premiums thereon

(3) Each month there is a summary giving the number of times the agent's name has appeared on the Honor Roll since the beginning of the year.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll.
Dr. D. Lowrey, Toronto, Ont. . . . .	\$30,500	1	\$1,338.45	1	9
C. M. Turner, Calgary, Alta . . . . .	20,000	2	432.20	2	9
S. F. Flatt, Fort William, Ont. . . . .	11,500	3	371.60	4	4
J. B. Cooke, Kingston, Ont. . . . .	11,000	4	338.45	5	5
W. A. Gibson, St. John, N.B. . . . .	9,000	5	394.90	3	2
J. S. Wallace, Winnipeg, Man. . . . .	8,000	6	249.40	7	7
H. L. Grant, Woodstock, N.B. . . . .	7,000	7	227.15	8	2
A. W. Ross, Winnipeg, Man. . . . .	7,000	7	204.15	9	10
J. A. Benjamin, Port Maria, Jamaica. . . . .	6,000	9	326.95	6	5
J. A. Westman, Regina, Sask. . . . .	5,000	10	171.85	10	4
McDermid & McHardy, Nelson, B.C. . . . .	5,000	10	151.00	11	1
J. J. Reid, Smith's Falls, Ont. . . . .	5,000	10	136.45	12	1

**Honor Roll "B" for November, 1906.**

This Honor Roll records the monthly new business of those representatives who do not devote their entire time and attention to the Company's interests, and who secure acceptable applications for \$3,000 and over.

	Applications.	Rank.	Premiums.	Rank.	No. of times on Honor Roll
W. G. Reburn, Toronto, Ont.....	\$13,000	1	\$1,150.65	1	2

**Leaders of Honor Roll "A" in 1906.**

January .....	Dr. D. Lowrey, Toronto, Ont.....	\$33,500
February .....	C. A. Crysedale, Winnipeg, Man.....	21,500
March.....	Beaudoin & Champagne, Montreal, Que .....	14,500
April .....	J. F. Best, Brandon, Man.....	14,000
May.....	J. A. Robinson, St. John's, Newfoundland.....	50,000
June.....	Dr. D. Lowrey, Toronto, Ont.....	16,000
July .....	Dr. D. Lowrey, Toronto, Ont.....	15,000
August .....	C. M. Turner, Calgary, Alta.....	29,000
September .....	J. A. Benjamin, Jamaica, B.W.I.....	16,500
October .....	C. M. Turner, Calgary, Alta.....	28,000
November.....	Dr. D. Lowrey, Toronto, Ont.....	30,500

**Leaders of Honor Roll "B" in 1906.**

January.....	R. E. Brett, Victoria, B.C. ....	\$7,500
February ....	P. P. Pickering, Trinidad, B.W.I.....	8,500
March.....	P. P. Pickering, Trinidad, B.W.I .....	14,000
April .....	J. McGeer, Vancouver, B.C.....	6,000
May.....	J. McGeer, Vancouver, B.C.....	5,000
June.....	J. K. Pickett, Toronto, Ont.....	5,000
July.....	H.'Poulin, Montreal, Que. ....	3,000
August.....	J. E. Mayers, Bridgetown, Barbados.....	8,000
September.....	Manton & Hart, Jamaica, B.W.I.....	9,500
October.....	R. E. Brett, Victoria, B.C.....	11,000
November.....	W. G. Reburn, Toronto, Ont .....	13,000

**Standing of Agencies, November, 1906.**

1. Toronto "L"	10. Ottawa	Halifax
2. Calgary	11. Orillia	20. Toronto "K"
3. Head Office	12. Brandon	21. Charlottetown
4. Winnipeg	13. Regina	22. Stratford
5. Montreal	Nelson	23. Toronto City
6. St. John	15. Guelph	London
7. Kingston	Edmonton	Hagersville
8. Fort William	Bracebridge	Sarnia
9. West Indies	Vancouver	Belleville



# THE IMPERIAL LIFE AGENTS NEWS

## Index to Volumes I-VII (inclusive)

NOTE.—Owing to the miscellaneous character of the subjects treated in the AGENTS NEWS, considerable difficulty has been experienced in suitably indexing the various articles. Very often the title at the head of a paragraph conveys a very inadequate idea of the real subject-matter of the article. Hence, in many cases, articles have not been indexed according to their original heading, but rather with respect to the subject treated.

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